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FULL CONTENTS ON PAGES 10 AND 11

ARCHITECTURAL RECORD

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Letter to a reader

If the publisher can borrow the editorial page as he did in April to talk about the International Design Competition for the urban environment of the developing countries—see also Perspectives this month on page 14), the editor ought not to be able to use this space which is normally his. So I have—to talk about our RECORD seminars.

As many of you know, we've been operating two seminars for almost a year now—one on How the Architect Can Profit as a Builder—Developer and one on How to Market Professional Services (see page 198). Both have been attended by hundreds of RECORD readers as they toured the country, both have gotten very good marks from the attendees, and both are still running strong.

But not all of you may have caught up with our newest venture—The First International Seminar to Brazil, to be held October 23rd through 31st—a study tour of three of the world's most important and architecturally significant cities. First, Sao Paulo, the fastest growing city in the world—and a city marked by some extraordinary design and planning efforts to meet this growth. Then Rio de Janeiro—offering totally different challenges to professionals. Finally Brasi lia—that unique design experiment.

The Brazilian architects are enthusiastic. Seminar members will meet with some of the great architects and other professionals of Brazil—Oscar Niemeyer, Burle Marx, Sergio Bernardes, Joao Vilanova Artigas, Jorge Wilhelm, Alberto Botti, John Gian Carlo Gasperini have indicated their willingness to meet with the group.

Those of us in the editorial department who helped plan this seminar are proud of it—and we're anxious to make the trip. If you can think about coming along-alone or with the wife of your choice, at what seems to be a most reasonable price, with what possible tax deductions and all—read the material on page 89 and send in the handy coupon. We think it will be our most exciting seminar effort yet.

—Walter F. Wagner, Jr.

Letters to the editor

Even when a great man is allowed to live a complete life, it is still a sad day when he passes away. Thus, I was extremely unhappy, as I know you were, to learn that Alan Dunn had died after a full life of significance both in the world of humor and the world of architecture.

His gentle way of poking fun at architects who sometimes take themselves too seriously has been a benefit to us. His understated ridicule of new design cliches which herds of architects rush forward to "discover" has been a benefit to the world.

Al Wisner Carroll, Daedule, Du Sang and Rand

As an avid and interested reader of RECORD, I wish to applaud the positive stand taken for support of the proposed 27th Amendment to the Constitution on Equal Rights.

It will take a great deal of coordinated planning and education of both the public and state legislatures by many professions and organizations before we attain the goal of equality for all citizens.

Mrs. Solomon Kaplan, president League of Women Voters

We were delighted with your article on Reelout Lake's Airpark Lodge! You captured the spirit of the place with your text and selection of photographs.

Clare Stallings Gassner/Nathan/Browne, Architects

Thanks very much for the lovely write-up in May RECORD. I was prompted by this issue to take out the August 1967 issue of the RECORD in which our schematic plans and model were published, and was quite gratified to see that this was one project that was really built exactly as planned.

I would like to thank RECORD for providing me with such a fine "record" of this project.

Alan H. Lupidis Morris Lupidis Associates

Elmer is dependable. Push-cart, cap badge No. 2 and a plumbed-blue Elmer appear outside the dutch-door at exactly 9:35 each morning. Invariably if I am twitching in anticipation of receiving a check from the Navy at San Bruno, or my copy of RECORD, I must first expect to spend a few moments listening to Elmer's tales about his heart problems (nothing compared with mine), his ex-wife or his recent chance meeting with the U.S. Postal Service. This last Wednesday morning while I was being informed about the U.S.P.S. retirement plan, my laser eyes were fruitlessly searching the contents of the push-cart for RECORD brown wrapper. At the exact moment when Article No. 4c of the retirement plan was being presented, Elmer produced your package and I flipped.

After chatting with you on the telephone I immediately took pen to pad, as Elmer was impossible. My heart was like a Hoover Dam turbine and my head, a cerebral-richochetting mess. My first carrier landing, our wedding reception at Honolulu's St. Andrews Cathedral and the announcement of winning the competition are hum-drum in comparison.

Shanly and I thank you very much.

Robert M. Houveneur Architect

ARCHITECTURAL RECORD


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Then you can take a good long second look at our Second Look.

*Second Look Ceiling Systems I and II patent pending.

Armstrong

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COMING IN MID-AUGUST

The first annual spotlight issue on Engineering for Architecture featuring: 1) Thirty-four pages of effective architect/engineer collaboration; 2) the results of RECORD's Round Table on Fire Safety: Codes and Standards; 3) 'Systems Building Revisited—an appraisal of finished systems projects; 4) 'The changing dialogue among architect, engineer and manufacturer; 5) 'Energy Conservation in Perspective.'

NEXT MONTH IN RECORD

RELIGIOUS BUILDINGS
In recent years, the volume of new church construction has diminished substantially. The reasons are many but foremost among them is the reduction in church attendance. Fewer Americans seem to be attending services on a regular basis and an increasing burden is therefore being carried by a smaller and smaller group. As the Church retreats, new buildings are focusing greater attention than before on community—usually secular—uses and architects are working with programs for new churches that anticipate seven-day-a-week use. The September BTS will present several new churches and examine the ways in which new programs are redefining the churches' role in several communities.
Soften the look of security.

NCARB takes some important new steps to build—and protect—the profession

Everybody knows that the profession has some problems in education—and while the virtual falling-apart of many of the schools during the great student uprisings of the late sixties seems pretty well healed, there is still some dissatisfaction with preparation and great dissatisfaction with the internship period.

The new NCARB examination, while now widely accepted, is not totally accepted—with perhaps the biggest bone of contention the fact that future new multiple choice exam candidates are not “tested” on their design ability—and these key issues will be discussed in next month’s editorial.

For this month—not to beat a dead horse (see the RECORD for November, 1973, pages 9-10)—cause it ain’t dead—there’s the matter of policing the profession during a difficult time when the conduct of a few is clearly damaging the reputation and credence of an entire and honored profession.

At its 53rd annual meeting, held this year in Dallas, the National Council of Architectural Registration Boards—that not-so-long-ago stolid and unimaginative body—tackled these (among other) problems with a vigor, vitality, sophistication, and clear-headedness that gets three loud cheers here. The papers from that meeting impress me as the work of people and of an organization which knows where it’s going, has set some tough standards, and seems to be getting there:

NCARB’s legal counsel made the case for policing the profession, and for NCARB doing the policing

In his speech to the convention, attorney Carol Sapers scored present policing of the profession as one of the great blocks to NCARB’s major goal—a system of reciprocal licensing throughout (and beyond) the country. Citing the unwillingness of some jurisdictions to accept the new NCARB professional exam (with some states requiring degrees, others a supplementary design exam, and a Puerto Rican residency requirement, for example) he criticized the “halting, insignificant effort by our [state] boards to ensure that the registered architect is practicing the high standards expected of him.

“Four things have occurred, however, within recent years which—” Sapers continued, “make the question of the role of state boards in policing the profession more timely than ever before.” His four points:

1. The May 1972 signing by the AIA of the consent decree, coupled with the Justice Department’s investigations of minimum fee standards, a double whammy which has caused the AIA, Sapers feels, to “respond prudently by retreating generally from the field of disciplining members for unethical practice.”

2. Ralph Nader’s challenge to NCARB, at its convention four years ago, to take a more active role in protecting the public interest. As Mr. Sapers points out, “A cogent and persuasive argument can and should be made for the learned professions regulating themselves. But if they fail to do so themselves, a persuasive argument can be made for representatives of the public to step into the breach.” Consumerism again!

3. Sapers’s third argument for better policing, “more difficult to describe, is the radical change which has taken place in the construction industry”—the more complex organization of many building jobs and the resultant diffusion of responsibility—which requires that “somebody act to ensure that the architect carry out his public responsibilities. Here again, the public will turn to the state registration boards.”

4. The recent disclosures of corruption. Mr. Sapers points to the disbarment of lawyers but asked: “How many of the architects and engineers involved in the Baltimore County scandals have lost their licenses?”

These four forces, Sapers feel, require new thinking about “whether or not the state registration boards are adequately fulfilling their responsibilities to protect the public interest.”

“The package of powers which seems to me adequate,” said attorney Sapers, “is statutory authority to promulgate rules and regulations governing the conduct of registrants, and statutory authority to discipline registrants who violate those rules and regulations.

“With those basic underpinnings established, the state boards may adopt and enforce rules governing the conduct of registrants.”

Mr. Sapers outlined the ranges of professional conduct which he thought could be regulated by NCARB with such legal “underpinnings.” “As most of you would suspect, a court will uphold regulations prohibiting dishonesty, fraud, gross incompetency, or conflicts of interest.” Further: “Rules prohibiting advertising, competitive bidding, and engaging agent to solicit jobs are all examples of prohibitions against economic activities thought to be unprofessional”—and which have been gener-
ally upheld. And he feels that “by the legal standards presently available, it is permissible for a state regulatory agency to fix prices [in the case of the state boards, to permit and enforce minimum fee schedules] even though the same activity by private parties would involve violations of the anti-trust laws.”

And the next question he raised is whether it is “appropriate for state boards to be concerned with ordinary negligence by licensee holders…”

“In an imperfect world, we cannot invoke serious disciplinary actions for occasional negligence” he argued, but he suggested that persistent negligence should be a subject for disciplinary action: “Every architect may be entitled to one leaky flat roof, but is he entitled to five or ten?”

Two state programs were cited as examples of effective policing.

In California, Mr. Sapers explained, “when a complaint is brought to the attention of the state board it is investigated by the board’s own staff or by the Division of Investigation of the Department of Consumer Affairs [an apparently unique state agency with investigators who are available to various registration boards under its jurisdiction]. In the last completed fiscal year, the California board received 164 complaints of malpractice. Twenty-four were dismissed. The balance were in some stage of investigation. In one case, the license was suspended. In 12 cases, criminal actions were filed. In six cases, the action resulted in a conviction, with either probation, fine, or, in one case, jail resulting.…”

“Florida, with much more modest staff resources, appears to be undertaking an equally ambitious program—but with a slightly different emphasis,” Mr. Sapers said. “The Florida board, in cooperation with the engineering registration board, has set up meetings with building inspectors throughout the state… and encouraged them to notify the state board if they have any difficulties with licensed architects.”

“Supplementing this input, the local professional chapters of the AIA scrutinize the work being done in their area and bring cases of apparent incompetence or misconduct to the board’s attention. For the approximate 12 months that this program has been in effect, the board has received, on the average of one complaint per week.” From that point, the executive secretary of the boards makes a preliminary investigation and—if he believes it appropriate, brings the matter to the attention of the state board. In the past year, according to Mr. Sapers, 10 to 12 cases have resulted in board proceedings, but the board has not yet convened a formal disciplinary hearing.

Concluded Mr. Sapers: “I think that these two examples should suggest to the rest of us that an effective program in this area (professional policing) is possible.”

And, it seems to me at least, not just possible but desirable—for all the reasons given above. For if the profession does not maintain its own standards in the face of consent decrees and well-meaning, but woolly-headed anti-trust threats and confused responsibility for building jobs and ‘the new morality’—then someone is going to get much less desirable and much less professional standards with which we shall all have to live. Like it, or not.

And it seems to me, the NCARB—with its new vigor and its present position of official and quasi-official standing within the states—is in a fine position to take on this tough and important responsibility.

The next step is actually take it on.

—Walter F. Wagner Jr.

The great international design competition: a progress report

In the April issue of RECORD (pages 13-14), RECORD and L’ARCHITECTURE D’AUJOURD’HUI—our sister-publication in Paris—carried what we felt was a most important announcement—the formation of The International Architectural Foundation for the purpose of conducting an international design competition for the urban environment of developing countries.

That announcement gave some of the details of a design competition which we feel could be one of the most influential in history—a competition or the design of prototypical urban neighborhoods to act as catalysts in the awesome task of upgrading the urban slums of the developing world.

To review briefly, the competition is for the design of three small new neighborhoods within the existing urban context of three cities—one in Asia/Oceania, one in Central/South America and a third in Middle East Africa. Each city is to designate a site, agree to commission the winning designer, and commit itself to build the premiated design—which in itself would be a major contribution. Further:

1) The Competition should provide the best yet source of design ideas for improvement of the urban slums of the world because (a) RECORD and L’ARCHITECTURE D’AUJOURD’HUI have agreed to feature the best designs in special issues and (b) a book of the best ideas from all of the entries is part of the plan.

2) The winning designs will be a major exhibit feature at the most important convention on human settlements ever held—the United Nations Conference-Exposition on Human Settlements (Habitat ’76) to be held in Vancouver in May 1976—designed “to stimulate innovation, serve as a means for the exchange of experience, and ensure the widest possible dissemination of new ideas and technologies in the field of human settlements.”

Well, lots has happened since that April announcement:

1. Negotiations with Manila and Bogota are well advanced and progress is being made in the Middle East-Africa Area.

2. The professional advisors, Guthrie/Seelig/Erickson, are hard at work on (a) developing programs for the projects, (b) securing preliminary approval of the UIA (under whose regulations the Competition will be conducted), and (c) selecting jurors.

3. Literally hundreds of architects and planners—potential competition entrants—have written from around the world expressing enthusiasm for the competition and asking for more details (they’re coming, they’re coming!).

4. The IAF is well embarked on its crucial fund-raising campaign, and many of us around this office and the Paris office of AA are pitching in feverishly to help out by getting in touch with corporations, foundations and governmental agencies. On pages 18-19 of this issue the first results of this effort are reported: Over $50,000 of the $300,000 needed has already been given or pledged to the International Architectural Foundation by The Graham Foundation, The Johns-Manville Fund, and The International Development Research Centre (Canada).

And that’s very good news indeed. For it is an important beginning, and we all hope that the commitment (and the stature) of these first contributors will encourage others—including, perhaps some not yet reached—to participate in this most important and selfless effort.

If you—or any other professional organization you are familiar with—might like to consider being one of a limited group of sponsors both in the U.S. and abroad, please read the announcements on pages 18 and 19, and then call me (at 212/997-4565) or Blake Hughes, president, The International Architectural Foundation, Inc., 1221 Avenue of the Americas, New York 10020; 212/997-4685.

With a lot of hard work and determination—and some tax-deductible contributions from concerned private organizations and foundations—the IAF Competition can make it possible for architects and planners from around the world to really get something started in the way of ameliorating the lot of the world’s ill-housed urban poor.

I know you’ll join us in helping if you can.

—Walter F. Wagner Jr.
In hospitals, it's as important to keep ceilings as clean and germ-free as floors. You're looking at aluminum-faced, bacteria-resistant tile, supported by Roper Eastern's Tab-Lock 281 concealed grip suspension system providing ready access to the plenum above. It makes cleaning ceilings—and keeping them clean—easier.

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Inspired by the United Nations Resolution 3001 to hold a major United Nations Conference-Exposition on Human Settlements (Habitat '76) in Vancouver, Canada from May 31 to June 11, 1976, and wishing to contribute to its success,

The International Architectural Foundation, Inc. (IAF) has been formed for the purpose of organizing an International Design Competition open to the professions of architecture and planning throughout the world.

The IAF proposal has been described as “exciting and innovative” by Helena Z. Benitez, Coordinator, Preparatory Planning Group for Habitat '76. And Eric Carlson, its Deputy Director, has stated, “the IAF Competition has great potential for providing useful inputs to the important Vancouver meeting.” In addition, prominent architects, planners and government officials around the world have expressed their enthusiasm and encouragement.

The Competition, scheduled to start in the late summer of 1974, when full details will be available to entrants, proposes to challenge the design professions to address themselves to a problem of grave and growing international concern: the human and environmental problem of accelerating urbanization. The challenge will be to design within a largely pre-existing urban-regional context a new and beneficent cell of urban growth—one that will foster human well being and development and one that will be fully considerate of environmental impacts. Thus, within a framework reflecting the universal problem of urbanization, three specific sites for a human settlement of moderate size will be selected to which designers can respond in the specific detail of both their physical characteristics and their social and economic factors. These sites will be located in three cities: one each in Central/South America, the Middle East/Africa, and Asia/Oceania. Sponsoring local agencies will participate in the development of the Competition programs and agree to construct the winning designs and appoint their designers as project architects. In this unprecedented effort three design competitions, with three awards, to be built in three locations is projected; but the worldwide creative effort generated will yield the further benefit of many new ideas for urban community development which it is expected will be displayed at the Vancouver Conference-Exposition, featured in the world’s leading architectural magazines, and published in book form.

The international consulting firm of Guthrie/Seelig/Erickson has been appointed by The IAF to organize and manage the Competition.

Funds needed to meet the Competition budget will be contributed by a small number of philanthropic sources in several countries and by interested business firms. The IAF is pleased to announce that the Graham Foundation has already endorsed its Competition and pledged its financial support.

If you would like to consider the possibility of joining a small group of financial sponsors, and being identified over a three-year period with a major effort to help developing countries find creative and practical solutions to some of their crucial problems of human settlements, write (in the U.S.) Blake Hughes, The International Architectural Foundation, Inc. (41), 1221 Avenue of the Americas, New York, N.Y. 10020, or (in France) Jean-Louis Servan-Schreiber, The International Architectural Foundation, Inc., 10 Rue Lyautey, Paris 16.

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The International Architectural Foundation, Inc. is pleased to announce that

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and

THE INTERNATIONAL DEVELOPMENT RESEARCH CENTRE (CANADA)

have joined with

THE GRAHAM FOUNDATION

in pledging their financial support to

The International Design Competition

for the Urban Environment of Developing Countries

* * * *

Problems of excessive population growth, unemployment, environmental decay, disease, alienation and urban squalor are all interrelated—rooted in ignorance and disability, breeding despair and desperation. Nowhere are these ugly problems more clearly focused than in the urban slums of the developing world. Nowhere is there a greater need for human solidarity and creative contributions.

The International Design Competition is a modest means to these ends and aims to
- alert architects and planners to the gravity of the accelerating urban crisis in developing countries;
- increase the fund of talent and expertise available for planning human habitations;
- involve architects and planners in the design of demonstration projects in three cities of the developing world;
- contribute to the success of the important United Nations Conference-Exhibition on Human Settlements (Vancouver, 1976);
- act as a catalyst for further contributions by individuals, institutions, organizations, and governments to the solution of the multi-faceted problems of housing the urban poor.

To assure the success of the Competition, The IAF is seeking grants from a limited number of private organizations, foundations, and governmental agencies around the world.

If you would like to consider the possibility of becoming a sponsor, please read the brief announcement on the facing page and let us hear from you.


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At the Minnesota Veterans Home, this Pella Clad window system adds a warm touch, inside and out.
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Consulting Engineers Superstructure

For more data, circle 24 on inquiry card
Construction in 1974 is expected to total $97 billion, three per cent below earlier estimates, due to Federal monetary restraint to curb inflation, according to George A. Christie, chief economist of the F. W. Dodge Division, McGraw-Hill Information Systems Company. For the complete update of the Dodge/Sweet's 1974 construction outlook, see page 73 Architectural Business section.

Tallie B. Maule, BART architect, died in San Francisco, June 17, 1974, of a heart attack. He was 57. Mr. Maule, chief architect who supervised the design and adornment of nearly all BART stations, commissioned architects, landscape architects, designers and artists to provide the Bay Area Rapid Transit system with a series of varied and distinctive stations. Mr. Maule, a native of Oklahoma, received his bachelor's degree in architecture in his home state and earned a master's degree at Princeton University where he was selected as a Lowell Palmer Fellow. He also studied in Italy.

The State of Missouri is sponsoring a competition to renovate the Wainwright building in St. Louis. The project will include the work on the famous early skyscraper, and the construction of new office space for state use. See page 34 News Reports.

The Cost of Living Council reports construction settlements have been running 10 to 12 per cent above last contract figures, some exceeding 18 per cent, since controls were removed. Last year's average for construction industry wage settlements was just over 5.5 per cent, under controls.

The House of Representatives voted 351 to 25 in June to authorize $11.3 billion for housing programs. This differs from a version approved earlier in the year by the Senate, and the two versions are to be resolved in committee this year. The House version, expected to receive President Nixon's support, would pass out $8 billion by 1977 in block grants with few strings attached. The Senate version costing $10 billion seeks to distribute funds with fairly strict mandates for use in community development and related activities.

The Second Federal Design Assembly, "The Design Reality," convenes in Washington, D.C., September 11-12. Architecture, landscape architecture/environmental planning, visual communications, and interior design/industrial design will be on the program at the Arena Stage, 6th and M Streets, S. W. For more information, contact the National Endowment for the Arts, Washington, D. C. 20506.

Don P. Schlegel is the new president of the Association of Collegiate Schools of Architecture. Mr. Schlegel is the chairman of the Department of Architecture at the University of New Mexico, and is a partner in the firm, Group 5. He will serve in his new post for one year.

The 1974 Rotch Travelling Scholarships have been awarded to Nelson Scott Smith and Craig E. Rafferty. Mr. Smith received the $11,000 first prize for nine months' travel abroad, and Mr. Rafferty received the $6000 second prize for five months' travel. They will leave in September. A statement of eligibility requirements and applications for the 1975 program may be obtained by writing Hugh Stubbins, 1033 Massachusetts Avenue, Cambridge, Massachusetts 02138, on or before March 6, 1975. Applicants must have spent some study or experience time in Massachusetts.

James Marston Fitch and Dovie Kate Reiff have been awarded the 1974 Brunner Scholarship by the New York Chapter, AIA. The nationally recognized annual grant of $10,000 is for furthering the development of architecture in the United States through advanced study in some special field of architectural investigation. Mr. Fitch will prepare a basic text on the retrieval and recycling of the existing housing stock of historic buildings and the rehabilitation of the built environment. Mrs. Reiff will prepare an overview of design requirements of disabled persons for space and mobility needs, and analyze legislation for removing architectural barriers.

August 23 is the entry deadline for the AIA-approved Plywood Design Awards, sponsored by the American Plywood Association. Open to licensed architects, the program carries cash awards in residential, commercial and institutional categories. Projects must have been completed before August 23, 1974 and after August 23, 1972. For more information, contact the Plywood Design Awards, American Plywood Association, 1119 A Street, Tacoma, Washington 98401.

August 31, 1974 is the deadline for submitting entries to the Fifteenth AISC Architectural Awards program. Spon- sored by the American Institute of Steel Construction, the program recognizes buildings framed in structural steel and completed after January 1, 1973 and prior to August 31, 1974. For complete details and entry rules, contact AISC, 1221 Avenue of the Americas, New York, N.Y. 10020.

August 30, 1974 is the deadline for submitting entries for the seventh annual DOT Awards Program, "The Highway and its Environment." Spon- sored by the U.S. Department of Transportation, the program will recognize excellence in ten categories where a more esthetic highway environment has been created. For more information, contact: Department of Transportation, Office of Environmental Policy, Washington, D. C. 20590.
Rome Prize Fellowships announced for 1975-76

The American Academy in Rome is offering Rome Prize Fellowships for 1975-76 for artists and scholars ready to do independent work. The purpose of the Academy is to provide the facilities and program within which a small number of individuals of exceptional promise have the opportunity to pursue their creative work and research.

Among residents for the coming academic year will be: Jean-Paul Carthian and Charles Moore in architecture, Donald Appleyard and Stephen M. Carr in environmental design, and Stuart Dawson in landscape architecture. Henry A. Millon architectural historian, is the Academy's director and Frank E. Brown, archaeologist, heads the School of Classical Studies.

Fellowships will be awarded in the fields of architecture, environmental design, landscape architecture, musical composition, painting, sculpture, history of art, classical studies, and post-classical humanistic studies. Fellows are chosen on the basis of merit and promise by independent juries. Awards are open to citizens of the United States irrespective of race, color, creed or sex, for two years beginning September 1, 1975, with an option to accept the fellowship for one year. Each fellowship carries about $4,600 a year, in addition to free residence and studio and use of the library and other facilities at the Academy.

Applications and submission of work, in the form prescribed must be received at the Academy's New York office by December 31, 1974. Requests for details should specify the particular field of interest and should be addressed to the Executive Secretary, American Academy in Rome, 101 Park Avenue, New York, N.Y. 10017.

Competition opened for Wainwright block

The State of Missouri is sponsoring an architectural competition for the restoration and renovation of the historic Wainwright Building and construction of 150,000 square feet of additional office space. The new building will be located on the remainder of the block in downtown St. Louis containing the Wainwright Building designed by Dankmar Adler and Louis Sullivan, and built in 1890.

The competition officially opened on June 17. It will be conducted in two stages ending in October, under the Code for Architectural Design Competitions of the American Institute of Architects. To be eligible, architectural firms must have their head offices within Missouri or be associated with a Missouri architectural firm.

Juries for the competition will be: E. C. Bassett, Skidmore Owings & Merrill; Gunnar Birgers; Norman Henry Pfeiffer, Hardy Holzman Pfeiffer Associates; M. Paul Friedman, Friedberg & Associates; George Hoover, Muchow Associates; Walter McQuade, Time, Incorporated; and Vincent Scully, professor of the history of art, Yale University.

Copies of the official announcements are available upon written request to: John A. Cooper, Office of Administration, P.O. Box 809, Jefferson City, Missouri 65101.

RECORD editor honored by Producers' Council

Historic industrial resources examined by RPI

Successful restructurings of historic industrial resources to original use or for other purposes appears feasible, economically, as evidenced by an important effort in the 19th century, the physical remains should be viewed as great potential resources for the economic/environmental revitalization of the region, he emphasized.

Dr. Buchanan also explained that industrial archaeology, unlike "dirty" archaeology, is concerned with industrial remains above ground—even those still in use—as well as with those beneath it.

Because of simplicity of design, rectangular shape, open interiors, the structures are readily adapted to today's industrial needs without major rehab.

Among the numerous adaptive uses observed were the several factories now serving as warehouses, wholesale headquarters, iron works, retail establishments, distributors, clothing manufacturers, and a paint/ashphalt manufacturer.

Of special interest was the U.S. Arsenal built in Watervliet, N.Y. in 1812. It remains today a major manufacturer of ordnance and prime employer in the area.

Dean L. Gustavson, NCARB past president, honored by Council in Dallas

At its 53rd annual meeting in Dallas recently, the National Council of Architectural Registration Boards presented the first Dean L. Gustavson Award to the past president for whom the award was named. The award will be given in years to come for outstanding service by an individual architect in helping to achieve the highest standards of professional conduct.

Gustavson (shown here) served as president of NCARB in 1969, having been elected to the board of directors three years earlier. He was conference chairman for the 1971 meeting of the Multi-Nation Conference on Registration and Reciprocity, has led negotiations for NCARB in New Zealand and Australia and signed the preliminary agreement for reciprocity with them.

At the Dallas meeting, John M. O'Brien, of Memphis was elected NCARB president. Other officers elected are: first vice president, William C. Muchow, Denver; second vice president, Lorenzo P. Williams, Minneapolis; secretary, Paul H. Graven, Madison, Wis.; and treasurer, Charles A. Blondheim, Jr., Eufaula, Ala.

Public construction continues healthy

The Federal Reserve Board, in its current bulletin, reviews the status of construction, real estate and mortgage markets, noting that current dollar outlays for public construction have continued near their first-quarter peak.

State and local government expenditures, major share of the public total, have remained relatively large as well, even though yields required by investors in municipal bonds have been exceptionally high and Federal support has remained selective. While building needs for private schools have eased, FRB said demands for health, rapid transit, and energy facilities have increased.

The FRB conclusions were summarized in this opening paragraph: "Outlays for new construction and for improvements measured in real terms were continuing to trend downward from the record level reached more than a year earlier. Construction expenditures for privately owned residential units were running well below the 1973 peak even in current dollars. But constant-dollar outlays for private nonresidential construction were holding at higher levels, and expenditures for public construction were relatively strong. Meanwhile, in conditions in mortgage markets tightened sharply again as credit terms in general became more restrictive in a situation of rapid inflation. . . ."
Senate office addition spurs Capitol Hill debate

Strong pressure for the immediate development of a long-range comprehensive plan for Capitol Hill development was placed on the Senate Public Works Committee in June when several architectural critics and others testified on the latest plans for the Dirksen Senate office building addition (below).

The experts had studied the design in detail prior to the hearing by viewing plans, drawings, and models of the exterior and interior design developed in the last nine months by John Carl Warnecke, the Associate Architects. (Architects for Capitol Hill projects traditionally associate with the Architect of the Capitol, now George M. White.)

The building contained a reworking of earlier details which, in exterior elevation, did not satisfy the committee, the particular objection centering on the connection of the new structure to the existing Dirksen building. In the new plan, a recessed glass area has replaced a more prominent flat slab and the roofline has been modified, apparently to the greater satisfaction of committee members.

The emphasis placed on a need for intensive long-range Capitol Hill planning centered on a wish to avoid future piece-meal planning of new Federal structures in the Capitol Hill complex. It was brought out that without a more thorough master plan of the area, the Congressmen and Senators responsible for approving new structures and siting them have no reference points regarding future development. Each new building, under the present approach, becomes a single addition to the current inventory, judged on its architecture and location only in relation to the standing structures.

As one of the senators at the hearing suggested, a Capitol Hill master plan with a thorough public airing, might be a Bicentennial present Congress could give to the nation.

The new structure is technically an extension to the Dirksen building (formerly known as the New Senate Office Building). Connecting to the Dirksen building, the new building will occupy the balance of the block, except for the area occupied by the Belmont House which houses the National Women's Party. The new building will border Second Street, Constitution Avenue and C Street, N.E. Site clearance is expected to begin early in 1975 and occupancy is planned for late 1977.

Appearing at the hearing were: William Lacy, program director of architecture and environmental arts for the National Endowment for the Arts; William L. Slyaton, executive vice-president of the American Institute of Architects; Wolf Von Eckardt, architecture critic for the Washington Post; and Jean-Paul Carlinian, vice president with the architecture firm of Shepley, Bulfinch, Richardson and Abbott in Boston. George M. White, Architect of the Capitol, made the opening statement at the hearing.

Mammoth Florida sports complex will cost $100 million and begin in 1975

Plans have been announced in Orlando, Florida for the construction of a $100 million sports complex to provide facilities related to numerous major league sports as well as hotel accommodations.

The football facility shown on the left is capable in its initial phase of seating 70,000 persons. On the right of the photograph is depicted a 45,000-seat baseball facility and in the foreground a 16,000-seat arena.

Rising over the entire complex will be a 34-story office/hotel/merchandise mart facility. The first floor of the facility actually begins some six stories from the ground. The design provides for the use of solar energy panels on the exterior skin of the sloped-sided high-rise structure.

The 212-acre complex is designed as an eight-year phased program with initial construction beginning in 1975. The architect is Thomas E. Lewis, J.R.

GE study reveals solar potential for U.S.

By the year 2000, the United States could save $5 billion in fuel costs and 150 billion kilowatt hours annually through use of inexhaustible and non-polluting solar energy for heating and cooling buildings, according to a study conducted by the General Electric Company's Space Division, for the National Science Foundation (NSF).

The study was sponsored by NSF's Research Applied to National Needs (RANN) branch and it is the first part of a three-phase program designed to stimulate and accelerate widespread use of solar energy wherever it is economically practical. The objectives of the study portion of the project were to establish the feasibility and to provide the planning for later phases of solar energy applications. Second-stage objectives will be to produce preliminary designs, optimize the recommended and accepted systems, and perform critical subsystem research and development, as suggested by the study. In the third and final stage, systems selected earlier will be designed, constructed, tested and their performance evaluated.

In its study, GE estimated that the number of buildings in the U.S. on which cost effective solar energy installations could be made by the end of this century is about 40 million. Using projections of reasonable market growth during this time period, solar energy installations are likely on about 4.5 million buildings.

Cape Town, South Africa faces historic losses

Shown top is an example of renovated 18th century Cape Dutch architecture. In South Africa, a move by Cape Town's city council to destroy a group of 18th century buildings (bottom) has irritated local architects.

The buildings are being demolished to accommodate motor traffic through construction of a central parking garage. City engineer, Dr. Solly Morris, says that "something of the past must be sacrificed to meet demands of the present and future."

The Cape Provincial Institute of Architects (CPIA) claims the buildings "form a representative and complete portion of old Cape Town, the preservation of which is of vital importance."

Even a move by the CPIA through representative politicians at the next parliamentary session, when it is planned to introduce a declaration to conserve such structures, will probably be of little worth. But the destruction of the block may, according to one architect, lead to a "prevention of demolition law" and a list of untouchable historic buildings.
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University of Akron
Architects: Caudill Rowlett Scott
Dalton, van Dijk, Johnson & Partners
Carl E. Bentz
Theater Consultant: George C. Izenour
General Contractor: Mooser Construction, Inc.
Stage lifts installed by Dover Elevator Co., Cleveland, Ohio
Church is condominium in multi-use block

St. Peter's Lutheran Church in New York City is said to be the first church to be combined with an office building on a condominium basis. Designed by Hugh Stubbins and Associates, also the architect for the large Citicorp Center in which the church will be located (see photo below), St. Peter's sold the air rights over its property in 1970 with the understanding that the church would retain ownership of the realty and would build a new church in conjunction with the Citicorp development. Replacing on almost the same site a turn-of-the-century Gothic building, the new St. Peter's Church will sit atop the corner of the 59-story tower which is supported by 12-story columns. The sanctuary of the church will be one level below grade, extending under the sidewalk for additional space. A skylight runs diagonally across the building. The entrance gallery crosses the sanctuary to a skylighted chapel and the narthex where broad curving stairs descend to the sanctuary.
Housing for the elderly begun in Massachusetts

Ninety-four homes for low- and moderate-income elderly will be created in Lowell, Massachusetts, with the assistance of HUD interest reduction payments and public housing leasing by the Lowell Housing Authority. The 80 one-bedroom and 14 two-bedroom units are expected to be completed by January 1976. The Raymond J. Lord Manor, designed by Thomas J. Holzbog Associates, will be a seven-story building in two sections, staggered and connected by a central circulation area. The design avoids long, impersonal corridors, and each unit affords some view of the nearby Merrimack River. Concrete block bearing walls, 24-feet on center, with reinforced concrete floor planking comprise the structural system. Exterior facing will be scored concrete block.

Royal Bank of Canada building offices in Toronto

The Webb Zerafa Menkes Housden Partnership, commissioned by one of Canada's major banks, has designed this project under construction on three acres in downtown Toronto. The $100 million Royal Bank Plaza will contain a 130-foot-high banking hall straddled by two triangular towers of 41 and 27 stories. A three-level, landscaped public meeting place and the banking hall are the architectural centerpiece of the project, which taps the natural flow of heavy pedestrian movement in the downtown core.

Design announced for East Texas State University performing arts center

Iconoplex Inc., architecture and planning firm, has recently announced completion of the design development phase for this performing arts center to be built in Commerce, Texas. Its two-fold purpose is to be a teaching facility for education in theater, special communications, and radio-television; and to present a new image for East Texas State University as a center for fine arts. The center's 30,000 sq ft, housed within a steel structural frame, include a main theater seating 300 people; an experimental theater; theater support facilities including scene shop, costume shop, dressing and make-up areas, and green room; lobby and ancillary area to be used as an exhibit area for the graphic arts; and offices, classrooms and radio-television studios. The site is on a small natural lake at the main entrance to the campus. No construction date has been announced.
Albuquerque reserves whole block for pedestrians

A major 55-store fashion shopping area—called the Fashion Galeria—is being created in downtown Albuquerque, New Mexico. It will occupy a full square block reserved for pedestrians, with all parking on the periphery. Part of First Plaza, the multi-use complex (above) now being developed by The First National Bank of Albuquerque, The Fashion Galeria will be a 100,000-sq ft enclosed mall below the plaza. Expansive use of skylights (left) will provide natural light in the enclosed mall. Harry Weese & Associates is the architect for the First Plaza project which was begun in 1973. The seven-level structure, including 230,000 sq ft of office space, will be completed this fall, and The Fashion Galeria, about six months later. According to the architect, the whole project attempts to reflect the Southwest lifestyle. The building is comparatively low and massive, with earth tones indigenous to that part of the country. The bank plans to add to the current project in phases which will more than double the office and retail space, and include a hotel. Besides the shops and offices, the present structure contains various restaurants and several theaters.

Japan's new embassy in Mexico City unveiled

A team consisting of Kenzo Tange, and Rosen Morrison and Ramirez Vazquez designed this embassy building, siting it on one of Mexico City's main avenues—Paseo de la Reforma. Four massive columns will support cantilevering floors increasing in area as need dictates. The top, and largest, floor is for the ambassador's offices.

Construction begun on Otis Elevator offices

This 500,000-sq ft office building designed by Bower and Fradley Architects for the Otis Elevator Company, will accommodate regional and local sales and service operations of the company in Philadelphia. A proposed landscaped walkway would connect the University Science Center site with the University of Pennsylvania campus. To assert a strong presence on the street and to define the corner site, the bulk of the building volume has been raised on columns one level above grade and pulled to the outer street edges. An open loggia at grade provides the building entrance, while the remaining space at grade is given over to parking. Completion is planned for 1975. Ground was broken in June.
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Change for the better with Alcoa Aluminum
In the fall of 1973, an interdis-
ciplinary team of architects, civil
engineers, and chemical engi-
neers was formed at Carnegie-
Mellon University to study
housing problems in refugee sit-
suations in the developing coun-
tries and to design ultra low-cost
housing prototypes for use in
the disaster prone areas of these
countries.

The Working Party, as it is
called, decided to concentrate:
its initial efforts in three areas:
first, the development of a
building process and method-
ology which can be applied to a
wide variety of situations; sec-
ond, the development of a pro-
totype housing unit which
could be built throughout large
areas of the world with what-
ever materials were on hand lo-
CALLY; third, the introduction of
a technological processes to
improve indigenous building tech-
niques and construction prac-
tices. All were incorporated into
design program to produce a
unit which provides immediate
shelter for refugees and with
modifications, can be turned
into a long-term house.

The team decided to con-
centrate its initial efforts in de-
veloping a prototype for tropical
environments and a field site
was selected in Guatemala for
testing.

An estimated cost of $10 of
shelter space per family was
derived by utilizing criteria ob-
tained from the U.S. Agency for
International Development (AID) and from costs typically
allocated by relief organizations
in recent operations.

It was then decided that ini-
tial efforts would be concen-
trated on designing a structure
which would utilize bamboo for
the frame and palm thatching
for the roofing material. The de-
sign was to be flexible enough
to allow the substitution of un-
finished wood (logs) in con-
struction of the frame with only
minor modifications. All other
components of the structure
were to utilize only indigenous
materials or materials which
could be produced locally in
the region.

In selecting the design for
the prototype, efforts were co-
ordinated with the Emergency
Shelter Group of the University
of Texas. The Texas team, under
the direction of Wolf Hilbertz,
built full-scale mock-ups of sev-
eral of the proposed designs and
conducted extensive research
into bamboo joining tech-
niques. Structures evaluated in-
cluded triangular pyramids,
bamboo lattice shells and cable
tension structures.

The Working Party also co-
ordinated its research with relief
organizations engaged in hous-
ing efforts. Through Intertect,
consultants for the project, the
designs were evaluated from the
viewpoint of relief field staff for
simplicity, ease of construction,
ease of administration and cost.

It is felt that the total result-
ing system is flexible and can be
modified to accommodate the
various material, environ-
mental, administrative, cultural
and technical constraints. The
structure resembles the majority
of those structures found
throughout the tropical areas. It
incorporates building features
which are common to both
wood and bamboo structures
In the coming year, the
Working Party will monitor the
reaction of a wide variety of
occupants to the structure. Their
comments, their modifications,
their alterations, and possibly
their rejection of the structure
and its components, will be an-
alyzed and resulting changes
will be incorporated into design
revisions as part of the on-going
research program.

Members of the Carnegie-
Mellon University team in-
clude: Volker Hartkopf, Steve
Lee, John Whitney, Stephen L.
Rosen, Steve Scherer, Charles
Goodspeed, Richard A. Behr,
Ray Evangelista, Frederick C.
Cuny, James Parkey, Chang-I
Hua, V. J. Singh, Julian Perez
and Barbara A. Runnette.

UNESCO admits Joint Committee on Tall Buildings

The Joint Committee on Tall
Buildings has been admitted to
the United Nations Educational,
Scientific and Cultural Organiza-
tion (UNESCO), it was an-
ounced recently by Dr. Lyn S.
Beedle, Chairman of the Joint
Committee. The announcement
came from Joint Committee
headquarters at Lehig High Un-
iversity, Bethlehem, Pa.

Dr. Beedle said that the
Joint Committee—comprised of
members from developing coun-
tries—has been granted a "Cat-
genory C" membership classifi-
cation by UNESCO for "a non-
governmental organization
maintaining a mutual informa-
tion relationship."

With increased concern in
recent years toward the needs of
less developed countries, UNE-
SCO has focused more attention
to educational and scientific de-
velopment projects; here UNE-
SCO hopes the Joint Committee
will be able to make a signifi-
cant contribution.

The Joint Committee's
goals are to stimulate and carry
out research on all aspects of the
planning and design of tall
buildings. These aims are being
achieved through the coopera-
tive effort of architects, civil
and structural engineers, housing
and planning groups, and advis-
ors from all levels of govern-
ment. In addition to the tech-
nical experts, social scientists are
making major contributions to
the Joint Committee's studies on
urban development, particu-
larly with respect to the social
problems of a "tall building en-
vironment," and their allevia-
tion according to the committee.

General Motors aids housing in South Africa

In May of 1973, General Motors
(South Africa) began its own
housing program with a $750,-
000 loan to the Port Elizabeth
(location of the company's
operation) City Council, to
build homes (shown) for fami-
lies in the mulatto residential
area of the city. (Apartheid is
still in force in South Africa.)

The loan was part of an
over-all home ownership and
improvement plan instituted by
the company and includes a fur-
ther $150,000 per year to be
made available to assist eligible
employees to purchase homes.

Because the company has
found the program to be a suc-
cess, as well as an incentive for
employees, further assistance
was announced recently.

On May 17, this year, GM
agreed to make a loan of $1.6
million to the Bantu Affairs Ad-
ministration Board for building
500 homes for rental and a pri-
mary school in an African (pure
black) residential area.

While these houses will be
available to all Africans, prefer-
ence will be given to GM em-
ployees. They will be con-
structed of brick, in semi-det-
tached design.

There are no other similar
low income housing programs in
Port Elizabeth other than those
administered by local
government. GM says their pro-
gram is conducted in full con-
sultation with local government
on the understanding that the
amount of housing funds allo-
cated to Port Elizabeth by the
national housing authorities
will not be reduced by reason of
the GM loan.
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Write for ASG's Lighting Catalog. It contains details on these and other quality lighting products to help you see just what we're talking about.
Design for communication


Architects who are increasingly concerned with publications for clients, including the preparation of brochure-type special presentations for business development purposes, would profit from reading—and requiring their staff or consulting editors and graphic designers to read—consultant art director Jan V. White's new book, "Editing by Design." It is a book explicitly intended for the editors and designers of magazines, but it is also a unique and significant essay on "word and picture communication" and "getting a story off the page and into the reader's mind."

Architects who are NOT increasingly concerned with these matters are not really much interested in doing much architecture, for it is a fact of the current architectural scene that word-and-picture communication, in a brochure tailor-made for a specific prospective client, has become an essential prerequisite to being seriously considered for most major commissions, whether public or private. "THE office brochure" is being supplemented if not superseded, in serious business development efforts, by an ad hoc series of brochures especially developed to respond to the increasingly searching specific questions about a firm's qualifications which are being asked by today's increasingly sophisticated clients of all architectural firms who wish to be seriously considered for an important project.

The concepts, principles and techniques discussed (and potently illustrated) in Jan White's book are as applicable to the processes required for brochure production as for magazine production, and especially for architects who are concerned with achieving a consistent as well as a creative image in all their separate publications, conveying disparate kinds of information to disparate kinds of clients. The basic concepts and principles do not require the expenditure of vast sums of money on lavish printing or production techniques, nor are they applicable only to elaborate or special publications; they can and should be applied to the whole family of publications which are produced by architects in the doing of architecture, from the simplest to the most elaborate, and from those produced to GET work to those (feasibility studies, master plan reports and all the rest) produced in the DOING of work.

The author, who has been a design consultant to ARCHITECTURAL RECORD since he redesigned its graphic format in 1965, prepared himself for a distinguished career in...
Here, William B. Foxhall, senior editor of Architectural Record, describes and explains how new trends and innovations in four major areas are affecting the management of today’s complex building process.

- Increasing size and complexity of projects, and the clients—public and private—who commission them.
- The corresponding shift in contracting method toward the multiple contract system that still requires a single management to unify and solidify the process.
- Inflationary costs that set a terrible price on delay and call for management to shorten the time from identity of the need to delivery of the completed building.
- Increasing technical complexity of management itself calls for special knowledge in the areas of CPM, computer application, and other techniques.

Construction Management is the successful unification of skills that can serve to deal with these areas of change and the entire complex building process. In this "primer", Mr. Foxhall illustrates and explains, item-by-item, what these skills are, their components and functions, and how they relate to the central professional requirements of time, cost, and quality control.

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—Jeanne M. Davern

Miss Davern is a free-lance architectural journalist and editorial consultant who was formerly managing editor of ARCHITECTURAL RECORD.
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You can specify either for any shower we make. For Column showers that serve from 2 to 6 people with a single set of connections. For Panelon® Econo-wall® Wall-saver® and Corner showers that put every inch of floor and wall space to use. Showers that save money during installation and afterwards. Ask your Bradley washroom systems specialist for complete guarantee details. And write for latest literature. Or, call (414) 251-6000. Telex 2-6751. Bradley Corporation, 9109 Fountain Blvd., Menomonee Falls, Wisconsin 53051.
Who says acoustical panels have to be rectangles?

This striking ceiling was shaped from textured, micro-perforated Gold Bond Solitude Panels. Ordinarily, these acoustical panels are installed in exposed suspended grid systems. Their appearance, noncombustibility, NRC’s up to 70 and STC’s up to 40 contribute greatly to building aesthetics and performance. But why not be extraordinary? Stretch your imagination. Shape Solitude to fit your own ideas. Solitude Panels come in fissured, needle-perforated, textured and nondirectional patterns. You can order ventilating versions and scrubbable plastic coated finishes, too.

Solitude Panels: Another way we’re constructive so you can be creative.
Discuss your ideas with your local Gold Bond man. Or write Gold Bond Building Products, Division of National Gypsum Company, Dept. AR-84CT, Buffalo, N.Y. 14225.

Section of lobby ceiling shows how ½” acoustical tiles, cut as shown in plan, were installed in continuous hardwood trim and supported by ¾” pipe.

Standard Gold Bond 2’ x 4’ acoustical Solitude Panels were custom cut on the job to create a distinctive mosaic for Phipp’s Plaza Theatre in Atlanta.

We’re gypsum, and then some.

Gold Bond
DIVISION OF NATIONAL GYPSUM COMPANY

For more data, circle 38 on inquiry card
The General Electric Zoneline
Neither rain nor snow nor hail nor sun
can keep it from

For a long life of

When you specify GE Zoneline™ units you can look for a long life of service because each one gets heavy duty protection.

To begin with we use galvanized steel for many parts. On top of this is a special double-coat paint job that is electrically applied to exposed parts.

The prime electrophoretic coat provides complete coverage of all surfaces including welded areas. Because of the electrochemical process used, the paint is a uniform thickness.

The prime coat is epoxy. The second coat is acrylic. All exposed parts are extra-treated and finished by three major multi-stage processes that render them especially resistant to the deteriorating effects
Electrophoretic Paint Process.
nor wind nor temperature changes
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heavy duty service.

of various weather conditions.

This electrophoretic method of painting completely coats every nook and cranny to help provide long life by means of this heavy duty protection system.

And behind every air conditioner is General Electric Customer Care...Service Everywhere! This means that wherever your customer is in the continental U.S.A., there'll be a qualified GE serviceman nearby.

For further information, contact your local Contract Sales Representative, or write the Contract Products Operation, General Electric, Bldg. 53, Louisville, Kentucky 40225.

For more data, circle 39 on inquiry card
MR. BARWICK IS CONFIRMED ON FLIGHT 904.
Traveling first class is a Barwick tradition. After all, we make the most extensive selection of contract carpet and tufted wall coverings for every design imaginable.

This is just one of them: "Educator," a 100% Celanese Fortrel polyester carpet recommended for heavy commercial traffic. Carries a 5-year wear guarantee. With the added protection of anti-static Brunslon. In 12 functional colors.

For more information on the carpet that meets the requirements of the job you're working on, call Bob Alpert collect at 404/451-4761, or write: Barwick Contract Carpet Systems, Chamblee, Ga. 30341.

BARWICK CONTRACT CARPET SYSTEMS™
A Division of E.T. Barwick Mills™ World's leading maker of tufted carpets.

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Something a little extra comes with Danby Marble.

Magnificence.

When you think of architectural masterpieces, it's difficult not to think of marble. Whenever men have sought beauty, versatility and durability they have looked to natural marble. Today, the benchmark of perfection in marble, is Danby. Wherever it has been used - wherever it will be used - Danby exudes magnificence.

Vermont Marble Company
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Danby. Magnificence from Vermont.

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Ours In Hours.

With AMSCO's Patient-Service Wall System, you can erect a complete general-patient, ICU, CCU or special care environment in hours. Not days, but hours. And all you need are ordinary hand tools.

Viewed in the long run, the same wall system can be modified, modernized, upgraded, expanded, or completely dismantled and reassembled elsewhere. Also in hours.

Timely features? You bet. And these are just for starters. You'll also discover new ideas in function, safety, and a beauty that lends a hand-some, contemporary appeal to the entire room. See why our new Patient-Service Wall Systems are all we say they are. Request our highly informative, well-illustrated brochure. It's an education in advanced patient-room service technology.

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Here are 6 good reasons why you should specify SPAN-DECK precast-prestressed hollow core concrete planks for your next building.

1. **FIRE RATINGS**
   SPAN-DECK planks meet the conditions for the new restrained and unrestrained fire ratings criterion of ASTM E119 and are listed by Underwriters’ Laboratories, Inc. for two hour fire resistant classifications (unlisted) for both restrained and unrestrained conditions. Three and four hour ratings are also available with the use of field cast topping.

2. **ACOUSTICAL PROPERTIES**
   SPAN-DECK’s surfaces and hollow cores resist airborne noise and transmission of impact noise—qualities superior to those of a solid concrete slab of equivalent thickness. Sound absorption and acoustic tests have been conducted by Riverbank Acoustical Laboratories.

3. **USE OF CORE AREAS**
   SPAN-DECK’s large core areas offer many design advantages. These core areas are easily penetrated for whatever application you have. Use a hammer and chisel, a core drill, or just a hammer.

4. **TIME SAVINGS**
   Time is money. When you order SPAN-DECK products, you can expect on-time delivery. SPAN-DECK planks greatly reduce erection time too, reducing the builder’s overhead and putting the building to work for the owner sooner.

5. **MONEY SAVINGS**
   Compare the cost of today’s major building materials with the cost of SPAN-DECK planks. Your savings can be substantial, without the risk of jeopardizing the structural integrity of your building. Contact your nearest SPAN-DECK manufacturer and let him show you where you can save money in your building.

6. **CONSULTATION SERVICE**
   SPAN-DECK manufacturers are always ready to meet with you and discuss your particular needs. They have structural details for virtually every situation in which SPAN-DECK products have been used, and some new ideas on ways they haven’t been used. So call your nearest SPAN-DECK manufacturer and tap his brain.

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A carpet that passes our Tuft Bind Performance test can take the rough-housing in any school.

School carpets have to take a lot, year in and year out, ranging from students rough-housing to cafeteria spills. That is why we performance-test carpets made of Dow Badische fibers and yarns in our lab—before they are deemed worthy to cover the floors of Academe.

Our Tuft Bind tests, for instance, indicate how much pulling and snagging a carpet can resist. With a hook and Instron tester, we measure the force required to pull a single, independent carpet tuft out of a carpet sample. In order to pass, a carpet must withstand a minimum of 6.3 pounds of force.

This is just one of eight tough tests we put carpets through before they can carry the Dow Badische Performance Certification label. The carpets are also tested for flammability, static generation, light fastness, compression and abrasion resistance, delamination, wearability and appearance retention.

The next time you specify school carpet, look for the carpets with our Performance Certification label on them. You can be sure then they have passed their school tests with honors. Write for our Contract Carpeting Selection and Specifications Guide.
With Wilson Art...

design control and cost ratios work beautifully together.

When you specify Wilson Art, you specify more than a product. You give yourself the latitude of a total approach to design. With Wilson Art you control the whole design: walls, doors and casework coordinate, contrast or match—just as you want them to.

With more than 150 woodgrains, solids and patterns to select from, you can achieve exactly the effects that you design. And at a ratio of initial-to-ultimate cost that is its own attraction!

Walls

WILSONWALL PANELING SYSTEMS

You can specify any of four Wilsonwall systems. Each comes in the full range of Wilson Art woodgrains and solids for coordination with furniture and fixtures surfaced with Wilson Art laminated plastic, and with Dor-Surf door facing. You maintain design control.

System 110 accentuates the panels with laminated-plastic reveal strips. System 210 has a standard V-groove joint system. System 310 uses concealed aluminum mounting hardware that simplifies installation in new construction and remodeling, and gives the appearance of a continuous surface. System 610 has a Class-IA fire-hazard classification. And all Wilsonwall systems include a full line of coordinated moldings.

With Wilsonwall systems from Wilson Art, design control and cost ratios work beautifully together.

Doors

DOR-SURF® DOOR FACING

Doors are an integral part of your design. Allow them to work beautifully with your Wilsonwall systems by specifying Dor-Surf—impact-resistant extra-thick Wilson Art laminated plastic surfaces for doors. Dor-Surf helps you maintain design control in economical, durable, maintenance-free doors that never need kick- or push-plates. Match, contrast or coordinate with your Wilsonwall systems for complete design integrity.

With Dor-Surf from Wilson Art, design control and cost ratios work completely together.

Casework

WILSON ART LAMINATED PLASTIC

Preserve complete design control by specifying Wilson Art laminated plastic for all casework, furniture and fixtures. Spill-, stain- and scratch-resistant Wilson Art gives you the functional quality you need and the aesthetic effect you desire. Select from over 150 solids, woodgrains and patterns in a variety of surfaces; realize the totality of your design with ideal cost ratios.

With casework surfaced with Wilson Art, design control and cost ratios work practically together.

Specifying Wilson Art brings you famous Wilson Art service—when you need it, where you need it. Check us out: contact your Wilson Art Architectural Design Representative today.

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When the chips are down, you can depend on Wilson Art.

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CLOSER CONCEALED IN HEAD FRAME IS LCN 2010 SERIES. PRESERVES THE SPECIAL EFFECT OF DOOR IN FLUSH WALL PANEL. FULL HYDRAULIC CONTROL BY NON-CRITICAL REGULATION WITH ADJUSTABLE SPRING POWER. LOW FRICTION ROLLER AND TRACK LET DOOR OPERATE QUIETLY, EFFICIENTLY.
WRITE FOR CATALOG. SWEET’S, SEC. 8.
Put in all the windows you like.
We've got a covering that will reflect 75% of the solar heat hitting them.

The more glass windows or walls you specify, the more worry you have about their effect on heating and cooling. Here's how to have your glass and economical air treatment too.

Specify Graber Verticals.
Because they're opaque and close tightly with simple rotation, their shading coefficient is .25%—they reflect 75% of the solar heat passing through single pane double-strength glass.

Based on 216 BTU east or west, 200 BTU per square foot south (polar heat gain of glass with no shading) at 40° N. Lat., 162 and 150 BTU per square foot are reflected.

For every 1,000 square feet of Graber Verticals covering single pane double-strength glass, the capacity requirement of the air conditioning equipment can be reduced by 13.1 tons.

What's more, you're not stuck with just one or two choices of design or fabric with Graber Verticals. They come in traverse or non-traverse models, in stationary or the popular free-hang designs, and with louvers in over 40 colors and 9 different materials ranging from vinyl to fiberglass.

To make them traverse and rotate smoothly, we use no like materials—especially metal against metal—in the moving parts. And we've eliminated complicated mechanisms so Graber Verticals will sail through severe climate changes, condensation, and years of rough window-washing.

Now you can design your project with all the glass you like, and still avoid the problems that usually means. See our pages in your Sweet's Architectural File. Then, after you've specified your windows, specify Graber Verticals.

For more data, circle 56 on inquiry card
Potlatch has a feel for the barn board look.
We call it Weatherworn.

The first time you see Potlatch's dramatic Weatherworn plank paneling you'll probably touch it to see if it's "real." That's because we've totally captured the authentic weathered effect of ancient siding sculptured and toned by years of exposure to the elements.

You'll never lose that feeling—or the beautiful natural look Weatherworn brings to your home—inside or outside. Weatherworn's easy-to-handle individual boards make it the perfect choice for entry, walls, wainscote or ceiling—whichever you want that rugged country look.

Potlatch Weatherworn plank paneling can be specified for interior or exterior use; it's factory finished in weathered gray or black. Weatherworn. The weathered look without the wait.

We know our way in the woods.

Potlatch

Potlatch Corporation
Wood Products Group
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For more data, circle 57 on inquiry card
Visit Sao Paulo, Rio, Brasilia—and meet the designers of some of the world's most innovative buildings and places.

The First International Seminar to Brazil...
October 23 through 31st, sponsored by
ARCHITECTURAL RECORD

The three cities are varied—but all are showcases of architecture and planning.

We chose Brazil because the proliferation of architecture in this booming country is so astonishing, and so singularly significant to the architect or engineer of any nation.

For example, Sao Paulo is the fastest growing city in the world. With a population of over eight-and-a-half million people, it presents a living model of the myriad problems facing the urban developer, architect, or engineer.

Rio de Janeiro, containing four-and-a-half million people, offers us entirely different planning and design challenges. Then there is the staggering accomplishment of Brasilia—an entire capital city planned and built in the Brazilian jungle—currently housing 700,000 people who are working on the huge new city, on a difficult continent, the city that was anticipated at the time of its monumental conception.

You'll meet and exchange ideas with the architects and planners of the best work.

In Rio de Janeiro, Oscar Niemeyer has graciously agreed to meet with us at his home. The great landscape architect Burle Marx, and Sergio Bernardes—who work has become famous for its environmental and human concern—will also meet with us.

In Sao Paulo there is Joao Violina, Artigas, Jorge Wilheim, Alberto Botti, and John Gian Carlo Gasperi, and all of their efforts are transforming the face of the world's sixth largest city.

Besides meeting with these renowned professionals in formal seminar sessions, you will meet members of the Institute of Architects of both Rio and Sao Paulo—your counterparts in these important South American cities—and establish the informal one-to-one dialogue that makes a trip like this so invaluable.

... visit public buildings and parks, houses and housing, office towers and stadiums...

You will visit sites selected by Architectural Record as representing the most important examples of the many architectural genres under discussion.

In Sao Paulo our three-day stay will include visits to Morumbi, the site of the world's largest sports stadium; Casa do Bandeirante, the two sumptuous homes by Paulo Mendes da Rocha; Cidade Universitaria; Ibirapuera Park, an astonishing complex of public buildings; Downtown, where new commercial and residential buildings are marking both the city's remarkable growth and new horizons in design; and other significant sites.

In Rio, you will spend four days and four nights, you can visit the Ministry of Education, Museum of Art, South American Hospital, Rio Airport, Coastal Boat Station and Seaplane Station, Municipal Church, Flamengo Park, University of Rio, Pedregulho Housing Project, and much more—all illustrating in all the broadest possible variety of purpose, problem, and solution.

... and see Brasilia, experiment without parallel in the world of architecture.

As a living example of what can be done in terms of total city planning when starting literally from nothing, Brasilia is of course unique. An entire day has been set aside for an on-site inspection of this remarkable new capital, planned by Lucio Costa and designed by Oscar Niemeyer.

Particular attention will be given to the Palaces of the Senate and Congress, Palace of Arches, President's Palace, Square of Three Powers, the stunning Cathedral, residential blocks, and new government buildings in progress.

The successful experiment of Brasilia—and the new era it launches—will have a dramatic and lasting influence on any professional who experiences it first-hand.

The cost is exceptionally low—and your wife (or husband) can go for a fraction more.

During your four days and four nights in Rio, you will live at the Hotel-Nacional Rio-Brazil's largest and most beautiful hotel, nestled between white sands and green mountains, and designed by Oscar Niemeyer.

In Sao Paulo, your comfort and convenience will be provided for at the lovely San Rafael Hotel.

Total land and air cost of $895 per person includes:
Roundtrip airfare from JFK (New York) • deluxe hotel accommodations 7 nights • full-course breakfasts and dinners • all transfers between hotels and airports • baggage handling • all gratuities • all ground transportation to and from seminar events • city sightseeing in each city • everything except personal purchases and lunches.

The all-inclusive travel price is less than the cost of economy airfare alone. Your professional seminar registration fee of $395, added to the $895, brings the total cost to you to only $1290. For an additional $895 your wife can accompany you on this marvelous week in Brazil.

Amply free time is provided for enjoying together all the advantages of a South American trip. And these Brazilian cities offer so much to the visitor that, if your wife does not care to attend the seminar sessions, she will be totally and enjoyably occupied.

Plan now. Don't delay. Registration and attendance are limited.

To establish a group size that makes the professional and cultural dialogue most stimulating and rewarding, it is necessary to limit the size of the group. Registrations will be accepted in the order in which they are received. To assure your attendance at this inaugural Architectural Record international seminar, return the coupon below today.

*Tax Deduction of Expenses: Income tax deductions are allowed for expenses of education (including registration fees, travel, meals, lodging) undertaken to maintain and improve professional skills (see Treas. Reg. 1.162-5 (Coughlin vs. Commissioner, 20FL 2d 307)).

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ARCHITECTURAL RECORD August 1974
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Few architectural elements are more traditional than the classic mansard roof. Its current adaptation to highly contemporary design thus provides a dramatic example of "the very old becoming the very new," a phrase which Frank Lloyd Wright once applied to Terne metal itself. And wherever such fascia elements are used, the outstanding functional characteristics of Terne, along with its inherent affinity for both form and color, are available at relatively moderate cost.

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In places where cleanliness is an important factor, GAF Sheet Vinyl is something you should seriously consider. Places like hospitals, schools, cafeterias, nursing homes and day care centers, where dirt and germs aren't very healthy things to have around.

The reason is very simple. Our flooring has a tough, wear-resistant, high-gloss, non-porous finish. Which means there's nothing for dirt and germs to penetrate. So, when it looks clean, you know it is clean.

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For more information, write to GAF Corporation, Floor Products Division, Dept. F84, Box 1121, Radio City Station, N.Y., N.Y. 10019.
If granite is strictly for building exteriors, why didn’t someone tell Union Bank, San Francisco?

There are those that hold that the place for granite is the outside wall for that big, monumental building that comes along once every century. But the building owner and the management of the Union Bank of San Francisco and their architects had other ideas. They liked the warm, natural colors of granite. They were aware of how polished granite resists weather, stains and all types of traffic as no other building material is capable. They knew it requires virtually no maintenance. Doesn’t fade or deteriorate. And that it would fit into their plans on a cost-in-place basis. So it was employed. On the plaza to cradle a fountain and pool. As exterior furniture. Inside it was used as facing for walls on the first floor, in heavy traffic areas. Focal points that at once blend and accent. Warm. Lasting. Beautiful.

Information on the wide variety of rich granite colors and new fabrication techniques is yours for the asking. Also information on flooring, paving and other “points-of-distinction” applications. Talk to our Customer Service Department (612-685-3621). See us in Sweet’s Catalog No. 4.1/60.

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TWO COLLEGE LIBRARIES:
ONE DESIGNED TO OCCUPY A CITY CORNER SITE,
THE OTHER SHAPED TO OVERLOOK A CAMPUS GREEN

The Harvard Graduate School of Education Library by Benjamin Thompson & Associates, Inc. (top) and the Bates College Library by The Architects Collaborative (bottom) have much in common. They are roughly comparable in size (Harvard: 99,000-square-feet, a 300,000-volume capacity and 500 readers; Bates: 101,676-square-feet, a 420,000-volume capacity and 700 readers). Both are "open plan" libraries and each has faculty offices located on its top floor. Both design solutions include the preservation and re-use of older buildings of esthetic and historic value. Each of the two libraries is well designed to conform to the scale of its immediate environment. Because the two environments are so dissimilar, however, the two libraries are quite different in form. Shaped by context as well as function, both libraries have an authority and presence as works of architecture which is lacking in buildings which merely "work" in a limited functional sense.—Mildred F. Schmertz
A specialized library for an urban campus: the Monroe C. Gutman Library for the Harvard Graduate School of Education by Benjamin Thompson & Associates

The Harvard University Graduate School of Education, in agreement with its architects, Benjamin Thompson & Associates, Inc. chose to develop an open library plan with a minimum of administrative and architectural restrictions to bring about close proximity and easy access by the reader to the books. The building has been planned to give the reader complete access to the various collections and reference materials available, and diverse spaces and facilities for study, discussion, writing and contemplation.

According to Benjamin Thompson and Thomas Green, principals-in-charge, the site and building design was influenced by four factors of equal importance: first, the historic value of the area; second, the desire to maintain or at least not radically change the existing scale and spirit of Brattle Street (a neighborhood of small shops); third, the educational and administrative objectives of the faculty and students of the Graduate School of Education and the library staff; fourth, the programmatic requirements of the library.

Taking into consideration the combined factors of historic value and scale led the architects to successfully urge that two important historic houses be relocated on the site to function as part of the educational facility. As the plot plan (right) indicates, they form a link with other frame houses within the block and across Farwell Place. These historic houses are used as faculty office and seminar space, augmenting the facilities of Larsen and Longfellow halls which with the Gutman Library comprise the Graduate School of Education.

In designing the library itself, the architects paid attention to its important frontage on Brattle Street where lively shops once flourished in small-scale frame buildings. To avoid the deadness and inactivity that institutions often impose on once vital streets and commercial areas, the designers used large areas of glass at street level and in the sunken courtyards to make highly visible the activity within. Unusually bright interior colors attract...
the attention and interest of passers-by. Every effort was made to make the library appear smaller than it actually is to bring it into scale with the street. One floor has been placed below grade and the penthouse for mechanical equipment has been set back.

The attitudes, goals and objectives for the library of the Harvard Graduate School of Education can be suggested from the following phrases culled from its initial instructions to the architects: "[The new library] must assert the importance of education as a social and intellectual endeavor and it must reflect Harvard's commitment to the cause. . . . Education is an intensely human activity, involving people with a common quest for understanding and seeking mutual support. . . . The building should be warm, inviting and human because it is expected to serve people. It should not strive to inspire . . . the people who work in the building will bring their own motivations with them. . . . The library should provide a number of environments to support the variety of purposes that bring people to the facility. . . . This diversity should find unity in the common spirit of the building; each element should be consonant with the whole."

Following these general directives, the architects organized the programmatic requirements of the building into three vertical zones: public services, bookstack-reader areas and student-faculty space. The lower two floors (zone one) are essentially public while the upper three floors (zones two and three) are essentially non-public. The lower four floors (zones one and two) serve library functions; the upper floor (zone three) is non-library in function. Levels one and two contain the more active public services, readily accessible from the main entrance. As already noted, level one has been depressed to a point just above the water table to reduce the over-all height of the building and its apparent size to bring it into scale with the street. Levels three and four are the typical bookstack floors which have been located between the public services and student-faculty areas, since direct access to and from these areas was considered desirable.

The total cost of the 99,000-square-foot library building was $4.5 million. It was constructed between 1970 and 1972. All interior and graphic design is the work of the Benjamin Thompson office.

The library has received two significant commendations: the First Honor Award of the AIA, ALA and NBC Library Buildings Award Program for 1974 and the 1973 Harleston Parker Award given by the Boston Society of Architects.

MONROE C. GUTMAN LIBRARY, Harvard University, Cambridge, Massachusetts. Owner: Harvard University Graduate School of Education. Architects: Benjamin Thompson Associates; principals-in-charge: Benjamin Thompson and Thomas Green; project architect: David Jacobson. Engineers: Le Messurier Associates, Inc. (structural); Golder Cies Associates, Inc. (foundation); Readon & Turner (mechanical/electrical); Lawrence C. Copley (acoustical); Thompson Engineering Co. Inc. (lighting). Consultants: Carol R. Johnson (landscape); Leslie M. Buckingham, Jr. (costs); James Gai (specifications). General contractor: Jackson Construction Company, Incorporated.
Building interiors produced by the Thompson office are always exceptionally well done. In this library, the colors are stronger and gayer than in any of their work to date and seem particularly appropriate in a library for teachers. The sandblasted, poured-in-place columns and bearing walls are exposed on the interior and contrast effectively with the color palette and the natural wood finishes. Generally in the public areas the undersides of the floor slabs are exposed with acoustical tiles applied directly to the surface. Mechanical ducts are exposed. Where suspended ceilings are required open wood slats are used. With a few exceptions, carpet is used throughout the building.
A general library
for a rural campus:
the Bates College Library
in Lewiston, Maine
by The Architects Collaborative

Bates is a small co-educational liberal arts college with an enrollment of about 1,200 students. The library program, which was prepared by the chief librarian Iva Foster and library consultant Keyes Metcalf, called for a building which will serve library needs for the next 20 years. Presently programmed for 700 readers, 420,000 volumes, a 26-member staff and 10 student assistants, it can be expanded in the future without interfering with its present operation and appearance.

The librarian, consultant and planning committee called for a square 22½-foot center-to-center column module to accept multiples of the standard three foot shelf sections in either direction between 14'-16" square columns. They wished the building's main entrance to be readily accessible from four directions and level with the approach. They considered it essential that there be open access to all library materials except for storage and the special collections, but as a corollary to this, they demanded only one public entrance-exit as essential to security.

The program stated that approximately 15,000 square feet was to be provided on the main floor in order to accommodate the major services of the library. Exhibit areas were to be limited and of modest dimensions.

In commenting on the building program and her design solution, architect Sarah Harkness points out that the library should provide easy access to the collection as part of an inviting reading and research environment which encourages an independent exploratory approach to the library materials. The facilities of a campus library, she believes, should be conceived in terms of their primary educational potential, rather than as an adjunct to classoom activity. At the same time if the library is to be more than merely functional, it must, according to Mrs. Harkness, have "poetry in its spatial sequences, reflecting the active or quiet functions that take place."

In the Bates Library readers are led from

(text continued on page 108)
The passageway (above) leads under the library from the plaza to the arcade facing the quadrangular playing field. The library entrance-exit is from the plaza. Diagonally placed study carrels (below and opposite) occupy perimeter spaces. These areas achieve spaciousness without additional cubage.
the entrance to the control desk to the catalog, reference and bibliography areas in an obvious manner. Periodicals and newspapers are on the main floor along with a reserve collection open for night reading. Reading areas on all floors are conveniently adjacent to the stacks.

The shape of the building was determined by the fact that the largest volume of space was required to be on the first floor. The upper floors which house stacks and reading areas with faculty offices on the top floor need progressively less space. The long sloping roof follows the floors as they step back, making the sense of height and volume most evident at the entrance. The stacks, which require much more square foot area than the reading spaces, occupy the central parts of the building where the floor to ceiling height is uniformly only nine feet, while reading areas are placed on the periphery by windows or on the edges of balconies under the slope of the roof.

In addition to the programmatic considerations just enumerated, the site itself played a large part in the final solution. In their master plan for the college, the firm of Sasaki, Dawson & DeMay recommended a site directly behind the old Coram Library, an elegant little building built in 1900. This site was complicated by the fact that the old building had an ugly but still useful rear addition constructed in 1948. Sarah Harkness and her team made extensive studies of this proposed site and alternate sites before electing to tear down all but the basement of the 1948 addition, roof it with a plaza and interconnect it with the basement level of the new structure. The original Coram Library will become an art museum. Its rear elevation, minus the unfortunate addition has been restored so that the building is once again intact and beautiful.

The new plaza has become the heart of the campus connecting the main level of the old Coram building to the main level and entrance of the new library. As an important advantage of this site, access from the student union, athletic building and dormitory areas is easily accomplished by means of a passage and stairway under the building from the lower level arcade to the plaza level entrance. The low side of the sloping roof respects Coram’s small scale while the four-story height of the opposite elevation, with large windows overlooking the quadrangle, relates to the scale of neighboring buildings. The quadrangle itself has not been encroached upon and remains a recreational space and playfield linking the library to the athletic complex.

The total cost of the 101,676-square-foot library was $3 million. Completed in the fall of 1973, it has received a citation from the Maine State Commission of the Arts and Humanities.
Until recently a majority of banks have maintained the appearance of being aloof from the public by presenting a formidable facade of classical inspiration—or a "weak sister" compromise. The interiors have often given new meaning to the definition of stolid. The intention, of course, has been the achievement of a substantial image.

In the current scramble for depositors' funds, many financial institutions are re-examining the message which their new buildings should convey. A recent proliferation of branch banks is meant to bring business "closer to home" and to attract customers with a fresh and dynamic image. Bank clients may remain one of the few capable of supporting the sometime high costs of architectural quality, but the best examples of new banks—decreasingly encumbered by expensive materials and formidable facades—are clearly less lavish than their predecessors. While a release from old design restraints always carries the dangers of directionless wandering (and obvious examples of the indecisive approach certainly do exist), each of the examples shown here is a strong resolution of the goals of the client with the problems of particular situations.

—Charles Hoyt
Banks form one of the few client-groups which are willing to invest construction monies in older urban areas that need the impetus of construction when other commerce is considering the new shopping centers. This building, of 12,500 square feet in Schenectady should indeed help stem the flight by its strong physical being and by reinforcing the presence of other buildings on the surrounding streets. The varying heights of the facades (achieved by placing the mechanical equipment in a third story on the main street) align with those prevailing on adjacent sites, and the intersections of the surrounding thoroughfares are defined by the new building’s strong presence on the corners. Architects Feibes and Schmitt’s desire to avoid right angle turns of the entrance-drives produced the building’s 45-degree configuration.

The interior relies on a smooth-plaster finish of walls to emphasize the spaces. The main element is a triangular shaft which extends to the skylight on the third story roof and which is painted brilliant orange— the only strong color in the building relating to all of the otherwise neutral surfaces. The glazed “lean-to” is designed to give some “openness” to a building in a climate which dictates enclosed living for a good part of the year. An element that is emerging in bank design is a room for community use—here located on the second floor (plan, opposite). Construction costs were $817,000.


The Albany Savings Bank does not rely on lavish materials to make its visual statement, which the enlightened client required. The palette is intentionally limited. The exterior cladding (over a structural steel frame) is dark, hard-glazed “iron spot” brick chosen for its unobtrusive character. It emphasizes the dramatic shape of the building by providing a smooth and taut skin and simultaneously gives a substantial appearance.
Many new branch banks are by the sides of major highways in suburban and rural areas, on sites often connected with shopping centers. And that is the location for this 3,000-square-foot prototype near Memphis by architects Gassner/Nathan/Browne. There are currently six branches of approximately the same design under construction for this client, who originally commissioned the architects to design their headquarters downtown (RECORD, May 1972, pages 109-112). All of C&I's new buildings reflect a conscious effort by an established bank to project a fresh appearance of vitality—a policy which has at least contributed to doubled deposits since the current construction program began.

Beside the obvious advantages of using a prototype (the prefabricated-steel roof-trusses can be ordered by phone), the repetitive appearance helps to establish an easily recognized identity on a type of site which can often lead to visual confusion. The building shape is simple and unobtrusive. The materials are distinctive rather than lavish. The poured-concrete walls and yellow-painted trusses duplicate elements of the headquarters building. Perforated aluminum panels have been applied to the underside of the metal roof-deck and are part of a straightforward over-all treatment. The construction cost was $165,000 for this prototype which is the larger of two alternatives.

COMMERICAL AND INDUSTRIAL BANK,

The bright-red and white logo of C&I was designed by the architects and is applied in a porcelain-enamel finish to the steel panels on the front of this prototype. Elsewhere, it is used by the bank on stationery and advertising. These colors contrast with the yellow paint on the roof trusses and the natural finish of the concrete walls at the sides and rear. Aluminum tiles supply a reflective glitter for the rear wall of the banking room.
This 4,300-square-foot bank was conceived by architects Marquis and Stoller as a box into which particular functions are cut without destroying the basic shape. The resulting unified form achieves identity by contrast to the more complicated facades of an adjacent shopping center and to the surrounding eucalyptus trees which were conscientiously preserved. It also allowed construction at a low cost.

Despite a seemingly simple shape, this building is not a prototype—as its planning and appearance involves a number of considerations particular to the site. A 15-foot height limitation was caused by proximity to an airport. The depth of each roof overhang has been determined by sun studies, and a skylight has been located to provide the inside with a maximum amount of natural light.

A local design review board would not approve the exposure of the steel structure which was required to bring the construction costs within the final amount of $33 per square foot. The resulting cement-plaster finish expresses the form of the building and is applied to metal studs which form the in-fill walls. The architects were requested to work with the client's own interior design consultants, MLTW/Turnbull, and they describe their collaboration as a happy one.
The white surfaces of furniture, which are standardized for all branches of Golden West, achieve a yellow glow from the color of the vertical surfaces under the skylight (left). The same color is used to emphasize the nature of the wall of the drive-through which is cut into the white surfaces of the building's box-like form. New proprietary window-mullions have a one inch face and visually reinforce the contrast between glass and solid wall areas by their "non-presence." Signage is also a client standard.
Located on a major highway near Knoxville, Tennessee, the site of this 4000-square-foot bank separates a shopping center from a residential area of single-family houses. As in the case of the similarly located buildings in this series, Hamilton relies on one forceful building shape to resolve the problems of identification in a confused environment. But here, the building shape is divided into the articulated elements of a predominant roof (defined by a precast-concrete fascia, into which the bank logo is recessed), massive non-structural piers of brick at the corners (above which the roof appears to float and which continue the shape of the roof), and a brick podium. All other elements are out of sight in deference to the clearness of a visual statement. The solid walls of the storage and utility spaces and a community room (an example of a new gesture of public welcome, as also seen on page 111) are contained below the main banking level within the podium (access is gained by exterior stairs when the bank is closed). The air-conditioning condenser is below grade in a grate-covered pit. The main areas of banking room and drive-through teller locations are contained within the thusly unified building-shape as in an open pavilion. The project—winner of an award from the Tennessee Society of Architects—was built for $380,000.


Elegance is carried through in the detailing and structure. This building is the only one in this series to show its steel frame. The four structural columns are welded plates, of a Y section, which are exposed within the brick piers. Air conditioning is accommodated through ceiling slats and base-board reveals, and the wood-strip covered walls. The few Mullions are polished stainless steel (much of the glass is butted and doors are tempered glass). The banking-room floor is slate.
AMERICAN SAVINGS

This is another branch bank that is located in a downtown area—a 9000-square-foot building in the densely populated Borough of Queens, New York City, by architect Edward Larrabee Barnes. Here, the site is almost fully occupied by a steel structure. The architect has deliberately used his typically flat planes of brick and glass cladding (in which the exterior surfaces of transparent and opaque materials are aligned) as a contrast to the "busy" treatments of the facades of the commercial buildings which are adjacent. For the users, the location of the glazing emphasizes a skyward view on one facade and indicates the location of the entry on the other. The smaller windows at street level offer confined areas for the usual bank advertising. The homogeneity of building surfaces is carried through with brick paving which covers the sidewalk and banking room alike and tends to invite the pedestrian inside by eliminating part of the psychological separation between the two areas. While the entry wall is pulled back from the line of adjacent facades to provide emphasis and some feeling of openness in this congested location, its end is sharply angled out toward the street-corner to avoid the incomplete line of adjacent building facades that would otherwise result. This also emphasizes the flat-plane design.

Located on a congested urban street corner, this bank forms a quiet oasis of subdued materials treated in a homogeneous fashion. The main banking room, whose brick paving continues out to the curb, occupies almost all of the portion of the building above grade. Vault, employee lounge facilities (including a cheerful cafeteria) and other ancillary functions are located in a basement. There is a concerted effort here to reinforce and not compete with the scale of the surrounding buildings.
The main banking room has views directed toward a blue sky which is visually continued inside the building (top) in a super graphic by Ivan Chernavskii, which surrounds the room in a gradually changing spectrum of colors—spilling onto the floor on a continuation of the wall surface at the entrance (left). Teller stations and bank-officer desks are combined into a freestanding central unit of wood which contrasts with the semi-circular desks for patrons.
THE ARCOSANTI ANTI THESIS

Paolo Soleri and the counter culture by Robert Jensen

In 1971 Paolo Soleri began building his visionary city “Arcosanti,” which is ultimately intended to house 3,000 people in a single 25-story megastructure that should occupy ten acres of its 860-acre site. Today about one per cent of the total construction is complete.

Soleri was born in Italy, where he received his formal architectural training; in the late 40’s he was an apprentice to Frank Lloyd Wright at Taliesin West, and more recently he has become well-known for the wind-bells he designs and manufactures in Scottsdale, Arizona, and for the visionary drawings and ideas that define his notion of “Arcology,” a conflation of the words “architecture” and “ecology,” which he applies to his designs for “cities of the future.” “Arcosanti” is a loose combination of three Italian words, and may be taken to mean “before Arcology.”

Former RECORD editor Robert Jensen is fascinated by the cultural—or countercultural—meaning not just of the design for Arcosanti, but also of the process whereby it is being built. He has worked for Soleri, seeking out life among the countercultural, and he returns with the following evaluation.

P aolo Soleri has always been known as an Utopian architect, and the label is accurate enough when applied to the visionary drawings, models and writings by which he is known. These unbuilt visions define Arcology—vast megastructure cities that he himself says will never be built “until our society has cleansed itself of political, economic and moral inequities.” He believes that “in time, the skill of man will take care of [these inequities]”—and in the face of present urban life this belief is sufficient to make the term Utopian applicable to Arcology. Soleri, moreover, decries much of what is powerfully anchored in Western society: its quasi-scientific rationality, its reverence for (but not the use of) technology, free-enterprise real estate, suburbia, automobiles.

Arcosanti, the city for 3,000 people being built in Arizona, is inextricably linked to the concept of Arcology, with its inherent hostility to the present. But there is a difference, too, because Arcosanti is not just a drawing for the future, but a building in the present. While its architectural forms reflect the Utopia of Arcology quite specifically, and thus are a rebuttal to modern architecture, Soleri is in no way trying to build an Utopian society along with his forms. He is building only the forms themselves.

The people who come to help build them sometimes expect a new social experiment, or they want to begin one and struggle to do so. Yet Soleri struggles as well to convince them of its irrelevancy. So while the forms of Arcosanti are visionary, life there today is in the present; it is temporary, confusing, boring, permeated with curiosity and hope—but not Utopian.

The daily life of Arcosanti will concern us here, as well as its architecture; the two are inextricably linked. Since the beginning in 1971, groups of individuals have come with money, have stayed a while to work, and then have left. This is still the way construction is proceeding. The paying participants (of whom about 35 per cent have been women) now come in groups of 15 to 40 people for workshops that last six weeks. The workshops overlap, so that at any one time during the summer there may be as many as 120 people there, including a permanent staff of 25 or so. In the spring and fall there are fewer, perhaps 50. The “workshoppers” pay $318 each for their six weeks; in 1973 there were some 375 of them (including myself), so in that year the act of building brought in about $120,000 with which food, materials and equipment could be bought.

In return for their money the workshoppers get room and board, and they live in a temporary camp of concrete cubes on the Agua Fria river below the broad mesa on which Arcosanti is sited. In essence, you pay to work, and the more people on the job the “cheaper” the job is. It is a daily framework of activity that is the antithesis of the way large buildings are built today. Categories such as lender, contractor, client all disappear.

But the blurring of categories is even deeper than this. For the people who are building Arcosanti have few connections between them, and they move rapidly in and out of the site. If they did not come, construction would cease in a day, and they are free to leave if they choose, since there’s no moral, legal or monetary bond to keep them. Arcosanti, then, appears to have no institutional base at all, only a base in a random collection of individuals.
The Foundry building at Arcosanti, with its cast concrete roof (above), will be used for both bell-making and housing. The five buildings at the right represent the majority of the work now complete. From left to right: the Ceramics Ape; the Foundry (foreground); the west Housing complex; the Vault; and the east Housing complex.

James Caraher photo

This is important, for one distinction between architecture and the other arts has always been that it is sponsored at the outset (if it is going to be built) by a socio-economic entity instituted by culture—the family in its house, the congregation in its church, the manufacturer in its factory, the corporation in its office building, the government in its capital. Thus architecture tends to be about culture as instituted. Might Arcosanti be a reversal of this historical precedent? To answer this, and to penetrate those other qualities of Arcosanti that make the usual architectural distinctions irrelevant, we must continue to ask very specific questions about this real building that is being built in the present. Why do people come to Arcosanti? What are the forces that maintain it? What does this architecture represent?

Arcosanti is surrounded by people who are willing to pay to work, to give what they and most of us hold to be important—their money and their time. To the degree that these people have no other similarities between them, we could leave it at that and say, "Yes, it’s the spirit of private adventure and relatively free money—mad money—that supports Arcosanti. But there is a deeper pattern of similarity among the workshoppers, clearly linked with a phenomenon of the last 15 years which has come to be called the counterculture. This movement is not easy to define, and perhaps it can’t be called a culture at all. Theodore Roszak writes:

It is something in the nature of a medieval crusade: a variegated procession constantly in flux, acquiring and losing members all along the route of march.

...Some join the troupe only for a brief while, long enough to enter an obvious and immediate struggle. Others, having cut themselves off hopelessly from social acceptance, have no option but to follow the road until they reach the Holy City.1

Since the "Holy City" metaphor is apt, we can follow some of Roszak’s description further as we explore the reasons people come to Arcosanti.

Evidently they come because there might be some other reward for working there than money, or the pleasure achieved after work in the time society usually calls "free." To more than a few workshoppers—like Mike, a painter from Ohio—there was little difference between "work" and "after work," little change in attitude towards the different parts of the day, no internal or idealized separation. Arcosanti seems to attract people with this spirit, and it can generate it in others. The permanent staff almost always works when there is work to be done as much as when the time of day calls for it. Work normally ends at two o’clock, but when ten yards of concrete must be barged, spread and finished before the day is over, the beer comes out, the party starts early, and the concrete is placed. So it is not just a matter of work extending into leisure, but of leisure extending into work.

Another reason people come to Arcosanti is that it does not require experts. People can work there on an equal footing with others without bringing the skills of long practice; no technical knowledge, intellectual credentials, or a history of specific ability are required. Similarly the workshoppers might leave behind subsidiary experts—friends, parents, the moral codes of a town or university, the boss, the professor. With geographical distance between them and these experts, the workshoppers can perhaps escape some habitual power these experts hold over their lives.

The distinction between "fleeing from" and "going to" is useful to remember, because people who come to Arcosanti are usually doing both in a painful and complicated way. Soleri does not advertise for the "fleeing from," nor does he particularly want them. But the best of the people he gets are irredeemably disenchanted with larger society. Jack, a welder on the permanent staff, lived in San Francisco before he came to Arcosanti three years ago, moving in its late 60’s ambience of flowers and revolution, staying alive, even comfortably so. He was at front stage at the Altmont concert in 1969, ten feet from where a man in the audience was killed by a Hell’s Angel guard while the Rolling Stones played "Sympathy for the Devil."

It may be hyperbole to say that one rock concert can become the apocalyptic symbol that marks an end or a beginning for countless people of shared consciousness. But it did for Jack, who is still no less hostile to the irrelevancies of politics and culture than he was, but who told me, "to kill it you have to go for the heart of the beast." For him that now means the possibility of action and of daily life within a comprehensive framework. One begins to

search through ideas—Fuller, McLuhan, Ivan Illich, Soleri, Watts, Leary (as immediate filters)—and if one still believes, one acts. Among the workshopers, too, there is an inarticulate but real feeling that larger society offers few patterns in daily life that allow significant choice, expansion, or a beginning of a vision of self-worth.

More people than I had expected—among those who came for six weeks, and those on the permanent staff—have built within themselves a system of values that, with their rejection of the dominant culture, can test other contexts, other routines, other value systems against their own. If there has been some noticeable reduction lately of the number of “hippies” of the late 60’s, it may simply be that extravagant experimentation and indiscriminate negativism have been reduced. The negativity is still there, but the “indiscriminate” is gone, so that the core of Arcosanti’s workers are what Nicola Chiaromonte, in an article on Italian youth movements, hoped for—“resolute heretics.” To put Chiaromonte’s description in the present tense (seven years ago he wrote it in the future):

They are detaching themselves quietly, without shouting or riots, indeed in silence and secrecy; not alone but in groups, in real “societies” that are creating, as far as possible, a life that is independent and wise. . . . It is . . . a non-rhetorical form of “total rejection.”

Since Arcosanti’s workers have developed their own doubts, and since their disaffiliation

has come from outside Arcosanti and Soleri, when they come they bring their skepticism with them. It is a sometimes hard, sometimes gentle dubiousness about Arcosanti itself, and the evidence for it is everywhere—a postcard sent to friends in camp by someone who had left two weeks before after finishing her workshop, addressed to “Arcosanti drones”; a funny, finely drawn comedy of one of Soleri’s sketches from the MIT Press “Black Book” (as it’s called), hung in the camp library where it can be studied in its sarcasm along with the original; a caricature of Paolo in one of the bunk rooms, asking “Would you buy a used Arcology from this man?”; another graffiti in Scottsdale proclaiming “Arcosanti is an Edsel.”

Arcosanti’s workers have a life of their own, and Soleri understands this. He said in reply to a question about “gurus” the first day that “sometimes it is important to follow them, but you must test life for yourself, and if following is too intolerable a violation of that, then you shouldn’t do it.” As one begins to sense this “resolute heretic” quality and this skepticism, and as one begins to know these people with a life of their own, it becomes clear that nothing is less true than the cocktail party stupidity which sees Soleri’s pay-to-work arrangement as a hustle of the innocent, or the workers themselves as lemming/disciples.

But this poses a problem for Soleri himself. Since leaving Wright and Taliesien, he has worked primarily alone, in a kind of self-imposed desert isolation, supporting himself as an artisan. But now, in a building that is both a real and a metaphorical affirmation of his own consciousness in its rejection of normal forms and values, Soleri must for the first time do something he cannot do alone. He must seek out others who agree with him—not merely those who are willing to suspend disbelief, though they are helping too. In doing this, he places himself precisely in that context of architecture through history—architecture that has always been dependent on others, usually institutions, to be built. What I believe he has discovered, architecturally, is the “institution” of the counterculture.

The word “institution” has come to imply fixed and hierarchical arrangements, establishments for the protection of dissemination of the familiar—bureaucracy, laws, customs and most of all temporal power. The designers and builders of Arcosanti do not represent any of these meanings of the word “institution.” Nor does the counterculture represent them. I hold out, instead, for the meaning of the word at its root. “To institute” means to found or begin. “Institution” means a relationship or behavioral pattern of importance to the life of a community or society, and most importantly, “institution” carries with it the meaning that people are finding expression in this pattern. Architecturally, an institution is the building used by these people.

Arcosanti, then, may properly (and radically) be understood as a building used by the individuals who share a relationship or behavioral pattern; it is a “beginning” through which others are finding expression. It is the first substantial architecture—not a “Drop City”—that
lends itself to readings about a counterculture whose major content has always been in its "counterness." Arcosanti may begin to help define its "culturerness."

It is hard to imagine a culture without an architecture. The acceptance of the term "counterculture" by society at large implies some common agreement about its force and its potentialities. Perhaps it is more accurately termed a counter consciousness, perhaps not. In that the counterculture rejects institution in their fixed, hierarchical, and bureaucratic aspects, but accepts as a human impulse our struggle for common ground, for shared belief, and for communal expression, then this counterculture is attacking those qualities of institution that much of the larger society in the United States is willing to denounce as well.

And at Arcosanti, at least, the counterculture is working to re-institute community without institutions. The construction and architectural forms of Arcosanti establish their similarities with other architecture and its traditional purpose. Soleri, perhaps, is to the counterculture what some establishment architects are to the capitalist corporation. Though their and Soleri's values are here reversed, the antithesis of each other, both architects perform a similar and important act of cultural validation.

It is important to understand that Arcosanti is a metaphorical representation of shared values; none of Soleri's previous work has carried this meaning. The values are shared among architect and those his work serves—in this case a disparate gathering of individuals who select themselves, carrying a similar consciousness among them and representing a much larger and more important amalgamation. It is a force with which Soleri must deal. He alternately rails against it, or treats it gingerly, knowing that his constructions and present work are dependent on something he cannot control, or he accepts this consciousness as the last best hope of the present (though not of the future, for that belongs to Arcology).

Against that tendency of the counterculture to isolate itself in the woods, to cut itself off from civilization, Soleri writes this marvelous paragraph:

Who but the mad and the dead would be willing to give up as of this moment the access (for man) to the written universe, to the music of man, to the world of his mind which he has physically constructed, to the institution of civilization, in the presumption that after all what counts is the direct relationship between what at such a degree of deprivation would be not more than two or more naked apes?

After characterizing the present phenomenon of transient mobility and the dissipation of city into suburb as "the withdrawal of an entire nation from itself," Soleri says that this pendulum swing will return.

It will return hurricane-like in force to "pressurize" society in the psychosomatic phalansteries of a reborn society, or it will put to fire and fury the whole continent. Of this return the first coagulations are the communes ever so innocently sold as the "Garden of Eden 2000," not in Sears or NASA catalogs but in the earth catalogs and in the tender fold, butterfly brains of the flower children. Swept away or unrecognizable after the first assault of the underhumanized suburbanites, they will have sounded for the last time the simplistic ways of a nature, original in pristine times, now out of synchrony with its own soul, man.

It is apparent that mostly Soleri doesn't like these butterfly brains, but as they are the "first coagulations" of society's future and his dream, he would be their teacher.

There is much to learn from work and daily life at Arcosanti, even to the extent that for the crowded summertime, in the heat, the lesson might be one of survival. As you grow into your six weeks, it is work that becomes the reality, a disconnected adventure and a routine, a sweaty anchor around which the failures and satisfactions of daily life are established. Through it, other things are organized. The day begins at 4:30 in the morning and ends at about two o'clock—to avoid the heat. Breakfast and lunch are served on the mesa at about seven o'clock and at noon, brought up in a truck from the camp kitchen to avoid a long walk for everyone. There are also fresh rolls and coffee available at five in the morning to get you going as you think about that steep walk up to the construction, the principal transition of the day. The food is always good, with a separate main course for vegetarians.

The work is simple, requiring little skill most of the time. Only a few jobs—operating

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2 Soleri, p. 236.
the crane, welding, cabinet work, plumbing—are difficult to teach others quickly, and so are not passed on from workshop to workshop. Other jobs—bending re-bars, building formwork for concrete, erecting scaffolding, finishing concrete, spreading sift for the castings, coloring the concrete—can be learned by most people within a week. In this, the permanent staff is enormously patient; they must continually explain the techniques of a task and its purpose if the work is to be performed right and have meaning to people coming and going every three weeks.

The jobs listed above were usually considered "more interesting" at Arcosanti, and it is the intention of the staff that these jobs be rotated among workshops with other "less interesting" jobs that are also plentiful and necessary—digging ditches, moving rocks, straightening nails, sweeping, collecting building materials, fixing tools, hauling trash off the construction site. But in practice (and during the summer) the rotation never occurred consistently, and so was not the normal procedure the staff had hoped it would be, remaining instead an intention, an ideal sometimes achieved. The reason was usually "efficiency." It is not easy to pull a person off a job he or she is doing comfortably and well, and it slows down work. Work rotation is unquestionably inefficient.

But Arcosanti is to me more efficient than any other construction site anyway; in work accomplished per dollar spent, in that each unit of "labor" (each worker) brings money, rather than absorbing it. These efficiencies have nothing to do with who is doing what job on the mesa. No, there are ideas other than rapid construction implicit in Arcosanti—that is the least achievable of them all. To Soleri, to the staff, to workshops (and also to the Internal Revenue Service), Arcosanti is thought of as an educational experience in the broadest sense, and Soleri has rightly tried to anchor education in the work itself. With IRS pressure, classes after work have been initiated for those who want to take them (and pay for them)—a basic course in statics and structure, another on drafting. But these classes are sporadic, and Soleri's conviction has always been that the building of Arcosanti itself does rightly and fully establish the six-week educational experience of those who come. Arcosanti might teach them how to finish concrete, weld, or construct formwork, but that is only part of what Soleri means.

It is, rather, a special kind of work that Soleri would hope Arcosanti makes possible—work that others call non-alienating, and that usually requires a differentiation between "work" and "labor" to explain it. Labor is that which you do not "like" to do, but which is nevertheless necessary; often it is thought of as a necessity to maintain the rest of your life, which is called "leisure," so that it, at least, may be "lived" as you want. Leisure is thought of as time after labor, and labor required by forces outside yourself (society, the boss) and most often rewarded externally (by money, by prestige). Work is similar to labor in that work describes a durational activity, the completion of which requires more than casual action or occasional thinking. But work, in this definition, brings pleasure in itself and tends to complete the wholeness of the individual performing it, because its immediate means, purposes and ultimate values are defined and controlled by that person. Ultimate values are implied and revealed by immediate activities of work, and meaning in one's life, can be found through it, rather than simply through some other time when work is not being done.

In daily life today, labor is almost always a job, and work is almost always a hobby. Labor may require ten hours, including travel, of the best part of the day; work may get one hour of the worst part in terms of the energy available for it. Even education becomes labor, in that learning is defined not by the individual but by others, and the daily experiencing of it is not personally fulfilling as an immediate consequence. Often education is only conceived of as "ultimately useful"—"I'll get a better job"—"I'll get more money," "I'll have more leisure available for my life." Labor is elevated to a "career" by the economic system that requires it; work is made frivolous, even a rather wasteful indulgence—as, for instance, a hobby.

Arcosanti should make it possible for individuals to discover, or even to invent, this kind of work for themselves, in that they are capable of feeling the need in themselves, and beginning. Often, in fact, they are not. But certainly most of the permanent staff—who work alongside the workshops and do much the same thing—have discovered fulfillment in the work itself, as it supports the consciousness they
brought with them, or as the concept of Arcology which they find through Soleri offers them a substantial framework for their consciousness and their need to act on it. The real existence of this kind of work is the core of Arcosanti. Pragmatic, anchored in daily life, it is the reason why most people who stay at Arcosanti do so. It is why the city is being built.

The real challenge is making this transfigurative education accessible—or even recognizable—to those who come for only six weeks. If too much of the “less interesting” work is done by the same people, and too often by women, this will not do it. If ditch work seems to get passed to the shy, to those who don’t realize that building a concrete form does not require skills beyond their grasps, or to those who have trouble asserting themselves in any social situation, this will not do it either. All these “little” failures do, in fact, occur at Arcosanti. They are failures to accomplish what Arcosanti represents (and often does accomplish) as an ideal, and, when they occur, it is because there are too many people at Arcosanti. The ideal of the spring can get lost in the crowded summer.

Because of overcrowding, because housing and privacy were not available equally, too many workshoppers during the summer I was there complained, and some were angry. For the staff it was difficult to transmit the spirit of the place, which they genuinely feel, and this was why they began talking wistfully of the spring and the fall, of “how it is then.” Overcrowding occurred the summer before I was there, with similar results; and everyone expects it to occur next summer, and the summer after that. But it is so dangerous, even though more people mean more of the needed funds. It brings a scarcity of basic necessities—of shelter, of privacy—which then threatens to become the immediate focus of everyone’s life—of everyone’s survival—pitting one person’s means against another’s. However trivial these competitions might seem (“It’s only for six weeks;” as it’s told) they tend to replicate in miniature those historical necessities that have created alienated labor as a fact of human history—the need merely to survive, the scarcity of the means for survival, the haves and the have nots. Even in their denunciation of this labor, Marx and Freud (who described it from their different perspectives) knew that life based on such labor would not go away, in that the needs of mere survival remained its master. In its summer conditions, then, Arcosanti threatens to become precisely what will kill it. It threatens to become like the world around it.

Yet what can only be called the miracle of nonalienating labor, of real work, does exist there, and neither haphazard rotation nor crowding succeed completely in shattering or concealing the miracle. People stay on. They may not know why; something, a kind of wholeness, has been discovered in themselves. Soleri is fond of talking about the “it”; weeks may go by here, he says, before you discover “it,” and some never will. But logistical conditions should never be allowed to threaten “it,” which is the engine of the place, and hard to find elsewhere.
Carefully phased construction produced substantial savings on Allied Chemical's New Research Center

John Gilman, executive director of Allied Chemical Corporation's Materials Research Center, had a familiar dilemma. He needed space for the development of the firm's new proprietary products. If he ordered a renovation of the existing center, the work of his scientific staff would be seriously disrupted for many months. If he built from scratch, he would face greatly increased cost and, in the end, be left with a structurally sound but empty shell on Allied Chemical's handsome industrial park in Morris-town, New Jersey.

Working with architects James Stewart Polshek & Associates, a sensible and interesting compromise was hammered out. The architects would add new space in the form of outriggers to the exterior of the existing structure.
The plan, below, and a comparison of the two photos at right shows the extent of the "outrigger" Polhek has added to the existing structure. As they house the Center's four divisions and occur—in varied form—on all sides of the building, they create new elevations which are grafted, with special skill, to the old. A stainless steel batten roof covers the new portions of the building.

The architect notes that the rhythms of the building were easily adapted to the outrigger solution.
When complete, the old exterior walls could be punctured, the staff could flow out to occupy its new outrigger spaces and renovation of the older interior structure could proceed with only minimum disruption to staff operations or the construction process. Phasing was obviously crucial and it was worked out by architect and client in the greatest detail before construction began.

The new outriggers contain office and laboratory space for the Center’s four more or less discrete divisions. They have poured concrete end walls matched to the exterior finish of the existing building. But the long curtain walls are designed for quick erection and constructed of aluminum mullions and sections of insulated reflecting glass. (Curiously, this was the first installation of this product in sheets inclined at 45 degrees in section). In the two-story portion, photo above, a long steel spandrel, painted bright red, emphatically marks the division between floors. The outrigger section, as designed, also produces a long skylight over the corridors that brings daylight into the interior.

In floor area, the outriggers added about 6,300 square feet of new space. New construction within the existing building comprised another 4,500 square feet and 19,000 square feet of the older structure were thoroughly renovated. Cost for this work was about $1,300,000.

What Allied Chemical got was, to all appearances, a new building (containing mostly prime space) except that existing parking, roads, access, and vertical circulation could be retained to effect important savings. And because the owners went to Polshek, they got a building that is rationally organized, sensitively detailed, and innovative both in the use of materials and in the volumetric treatment of the spaces it provides.
ALLIED CHEMICAL

The lower band of glazing that inclines outward and upward is opaque and has been designed to enclose built-in cadenzas and work surfaces (photo below). On the outside, this inclined plane reflects the ground cover which has been planted right up to the building's foundation.

Much of the specialized laboratory furniture was designed by the architect. In other portions of the building, the staff selected furniture from a list furnished by the architect.
HEALTH FACILITIES

The shift in Federal and other financial support from conventional hospitals to community-oriented facilities for health maintenance, combined with other economic and technical pressures, is causing a new mix in architectural commissions for health facilities. Commissions for new 300- to 400-bed community hospitals are by no means extinct, but are being outnumbered by commissions for updating urban facilities and for expanding medical education. Both of these tend to emphasize on-site replacement facilities. This portfolio, therefore, has a variety of current work reflecting these and other elements of change. In spite of what appears to be a rather miscellaneous collection, one can discern a commonality of technical approach that makes of this field the engaging specialty it is. The essential elements of a master plan prevail nowadays through greater penetration by client groups into the planning process, response to long-range regional needs is also more imperatively enforced. The assault of research and systems technology on critically rising costs has also had its effect. Despite these harassments of shifting fortune, the buildings themselves seem to be getting better to look at and to live in.—William B. Foxhall
MONTEGO BAY HOSPITAL HAS A THREE-PART HARMONY

The 400-bed Montego Bay Hospital makes use of a high sloping site overlooking Jamaica's second largest city. John C. Harkness, TAC principal-in-charge, describes the organization of the complex as composed of three main elements. A three-story base contains an extensive out-patient department, dining spaces and general public and administrative areas. A six-story medical-surgical core articulates with, and provides services for, both the out-patient spaces and a ten-story nursing wing. The nursing wing faces the ocean to take advantage of prevailing breezes that make artificial ventilation unnecessary.

Six blocks of staff housing are terraced down the slope toward the bay taking similar advantage of natural climate conditions and providing a village-like atmosphere for off-duty staff.

On-grade access at three levels permits separation of out-patient, emergency and supply traffic. Floors of the component units of the hospital are sized to take care of their particular functions without excessive vertical traffic.
In-patient nursing spaces are unusually open by U.S. standards, partly to accommodate the lifestyle of the residents of St. James Parish, which the hospital serves, and partly to take full advantage of the natural air movement. Nursing units are typically about 25 patients each with two nursing stations on each floor.

A 22-foot bay module prevails throughout the hospital, but floor configurations are varied to accommodate function. Rooms on the sixth floor, for example, which serve both medical and surgical patients, are brought forward to the face of the building, using space that is open on other floors for use as a balcony.

Psychiatric patients are placed on the top floor where they can make use of an outdoor court or roof garden without loss of security.

The structure is cast-in-place concrete columns with concrete floor and roof slabs. Native stone is used as a retaining surface for on-grade embankments. The nursing tower is structured entirely separate from the other two units as part of a precaution against earthquake damage. Lighting and mechanical systems are cast into the structure. Hung ceilings are used only where required for special operating or antiseptic purposes.

The hospital will be used for many public functions as well as medical treatment. The staff compound, therefore, includes an auditorium where professional lectures or general entertainment can be provided with separate access to the public parking area.

A DOWNTOWN MEDICAL SCHOOL

TUFTS-NEW ENGLAND DEVELOPS CITY SITE IN BOSTON MASTER PLAN

Two new buildings have been completed in a long-range master plan for restructuring the Tufts-New England Medical Center in Boston. The Architects Collaborative has been closely involved in the growth of the center since 1965 when it was formed by the merger of three hospitals with the Tufts University School of Medicine and Dental Medicine.
The objective is to upgrade and serve a densely urban community (Boston's South Cove section) and to continue matching long-range needs with urban renewal plans for the area. Accordingly, when the Boston Redevelopment Authority drew up its renewal plan for approval by Washington it included assurances to local residents that the medical center would not expand unduly into residential areas.

The plan involves reshaping some streets, closing others and replacing an old elevated railway with a new subway station directly under the center. The center will also provide various kinds of commercial and public spaces to serve both the staff and the neighborhood.

The physical contours of the center are developing as continuous horizontal layers of health facilities above the ground floor commercial and traffic level. This is to preserve as much as possible a horizontal flow of medical traffic and for increased flexibility and efficiency. Informal contact among specialties is encouraged, and nursing floors can be linked vertically to treatment floors while both can be expanded in increments of planned growth.

The completed elements are a health services building and a dental sciences building both served by a new parking garage for 925 cars that also contains restaurants and retail space.

These first elements are closely interrelated and they anticipate the subsequent phases of growth that will bridge Washington Street and allow full realization of the horizontal megastructure concept. This integrated approach to the master plan requires great flexibility over time to respond to changing patterns of funding, evolving needs and space programs, changing economic patterns, developing structural systems and building technology, all still guided within the established framework and resulting in an integrated unified building that functions well at any and all stages of growth. The Medical Center may take 20 years to complete, depending on the availability of funds.

Interplay of traffic between dental school and hospital clinics is facilitated by single-level corridors and disciplined by control points. Photos show: (1) main lobby of the hospital building; (2) second level control point and waiting area; (3) work spaces in clinical sections; (4) high visibility in acute care areas; (5) deep therapy radiology unit; (6), (7) highly developed electronic surveillance in intensive care area.
Everyone has heard about health maintenance organizations, and the initials HMO have crept into the jargon of medical facilities without clear definition or widespread understanding. The theory is, apparently, that any coalition of medical skills that is brought together to serve a community on a pre-paid basis falls within the definition. Some Federal financial support, however, has encouraged hard analysis of what the HMO really is and what constitutes a representative community.

The Community Health Care Center Project in New Haven, Connecticut, is as close to a prototype as one is likely to find. Its program is a thoroughly researched response to the complexities involved in turning the entrenched practices of pay-as-you-go medical services toward the idea of high quality, pre-paid services in an effort not only to stem the tide of rising costs but to spread the
base of available treatment equitably throughout the community.

The client is a non-profit corporation which offers family health care service policies to some 30,000 to 40,000 people annually. The board of directors is a cross-section of community leaders including industrial, utility and financial executives. Executive director is Isadore S. Falk, who has had long experience in assembling complex projects of community importance. Basic to the program is affiliation of the client group and medical objectives with the Yale-New Haven Medical Center complex in a combined program of medical research and training services.

The two-story, 50,000 sq ft structure is located near the Connecticut Turnpike in the Long Wharf redevelopment area. This provides ready access by automobile and has the effect of turning the building around so that the main entrance is toward parking at the rear of the site. Bruce Amrell describes the architectural concept as based on a box with a court in the center dictated by a very narrow site and limited budget. Scale and proportion are developed with some visual interest by utilizing the stairwells and functionally related floor sizes to avoid severely industrial aspects and massing of the box-like structure. The stairwells are set out at corners of the building to provide both fire stairs and direct access to public conference rooms.

Edgewood House is a nurses' dormitory for senior staff of the Tenacre Foundation, a Christian Science health care center of about six residential-scale buildings on a wooded site in Princeton, New Jersey. To maintain single-family character and still provide a sense of community, the residential units are grouped into three two-story wings radiating from a central commons area. Residential units within the complex are mainly single dormitory spaces. There are three-duplex family units for married staff. Separate access to each unit is from exterior balconies. Each apartment has a view of the surrounding landscape. A common core and lounge provides space suitable for informal meetings. Exterior finish materials are tan stucco and stained wood relating to other buildings on the site and to the natural surroundings.

Special cabinet work, kitchen and laundry within each unit provide a permanent home-like atmosphere with a minimum of movable furniture.

SALEM CITY SETS UP FOR LOW COST EXTENDED CARE

The problem of reducing costs of long-term illness, usually associated with the aging, has been met by various approaches to simplified quasi-residential spaces where patients are in contact with nursing staff but not under intensive care programs. The city of Salem, Massachusetts, has provided such a facility sharing a common entry court with a new addition to Salem Hospital. Some basic services including laundry, diet and pharmacy, will also be shared with the parent institution.

The ground level contains facilities requiring direct public contact, such as the hospital administration, city health agencies, and material supply handling services. The administrative services are grouped around the elevator core for direct access to the nursing units on the levels above. The opposite side of the elevator core faces the main entrance for direct access of visitors.

The second floor contains a rehabilitation center and one nursing unit, while three upper levels house the remaining three nursing units. The second level provides direct corridor access between rehabilitation center and the main corridor of Salem Hospital. This space is wide enough to provide a secondary exercise area for patients under rehabilitation treatment.

All patient rooms have either an east or west exposure. Dining areas are located off the elevator lobby so that they can be used for evening activities without disturbing patients in bedrooms.

The University of Iowa Dental Science Building is programmed to handle a projected major increase in college enrollment. Since existing facilities could not be intensified in their use to handle this surge, a major new facility was required to be integrated physically and administratively with the university's evolving medical center complex.

The thoughtful massing of two reinforced concrete wings avoids the aspect of a fortress by an open connecting structure of glass enclosed walkways and bridges. One of these bridges houses a reception area and lobby for central auditorium facilities. Layering of the central section provides not only access to the auditorium but also pedestrian linkage between the two wings.

Dental instruction cubicles, called operatories, are different from older conventional cubicles in that they are designed with emphasis on sit-down four-handed dentistry. The resultant increase in both instructional and dental personnel is accommodated by a "racetrack" layout of corridor and cubicle spaces.

Initial designer of the prototype operator was Dr. Dale Redig, formerly chairman of the University of Iowa's Pedodontics Department. The concept was refined by Earl Walls Associates, and design development for the production model was done by SH&G.

UNIVERSITY OF IOWA COLLEGE OF DENTISTRY, Iowa City, Iowa. Architects and Engineers: Smith, Hinchman & Grylls Associates, Inc.—project manager: Carl Fischer; project designer: Dale Johnson; project architect: Howard Droz; project mechanical: R. Colasinski; project structural: T. Marzotto.

Evolution of the dental training operator called for disciplined traffic planning for exchange of central supplies and increased personnel for the seated, four-handed dental technique now coming into vogue. Exceptional air exchange requirements are expressed in vents in the concrete structure. Level changes in the structure connecting the two towers accommodate pedestrian traffic and access to auditorium spaces.
PLANNING IN DEPTH FOR NEW SYSTEMS ON A CITY SITE

The Veterans Administration is probably the largest client for medical facilities in the world. As responsible owner, the VA has supported research programs in the science and logistics of patient care and in the techniques of construction that will control costs and facilitate care.

In the RECORD for June 1972, George Agron of Stone, Marraccini & Patterson reported on a research project for systems development for the VA performed by that firm in joint venture with Building Systems Development, Inc. And in September 1973, further development of the system was reported in its application to the Loma Linda VA Hospital by that same joint venture.

Adaptability of the system (schematic principle is shown in the panel opposite) has been demonstrated in various configurations in hospitals since that time. One of the most demanding of such applications has been in the planning of the VA Replacement Hospital for The Bronx in New York, shown here.

The Bronx project is scheduled for completion in mid-1977, three years from start of construction. The speed of construction (exceptional in view of a rigorously paced phasing of occupancy transfer from a large existing facility while new construction proceeds) is secondary in importance to the whole new mode of interaction between this client and the private consulting universe. The VA and consultants are making of this project a proving ground of fast-track and other construction management techniques. Further, the close collaboration between Emile de Armas, director of VA Preliminary Planning Services, and the consulting architects, Max O. Urbahn Associates, Inc., began as a planning commission during the preliminary phases of design. In former times, VA architectural commis-
Adaptability of the basic VA structural module to a variety of shapes and dimensioning is demonstrated in the Bronx hospital. Discipline and flexibility of the interstitial space content is defined by a series of vertical mechanical equipment stacks to which horizontal systems are attached over ceilings of functional spaces. The concept of the service bay is thus modified and extended as shown in dark patches on plan opposite.
HEALTH FACILITIES

ensions began with a completed program and consisted only of the production of contract documents.

The complex consists of a 702-bed, nine-story teaching hospital (787,000 gross square feet) with service and research wings (another 100,000 gross square feet). It will be built on the 30-acre site of an existing hospital which must continue to operate until the new facility is completed. Existing hospital will then be demolished.

An important element that makes this VA hospital different from conventional facilities is an extensive 40-bed spinal-cord-injury unit located on the first floor. This will be one of the great centers in the world for this kind of injury. The unit has a separate entrance at the opposite end of the wing from the emergency entrance, which in turn is adjacent to the outpatient department near the service building. The service building is the main source of energy and central services for the whole hospital and is on the opposite end of the complex from the research building. The research building will be phased into service as requirements develop. The hospital supplies and food are received at a truck service area in the basement which also provides processing and assembly spaces for closed carts moved by an automated vertical system. Here too will be a collection point for soiled linen and trash that will be moved by a high velocity vacuum system.

The basic planning module consists of a vertical mechanical system serving horizontal ceiling spaces over a floor area of approximately 13,000 sq ft of patient and medical staff area plus a mechanical service bay. Mechanical and electrical distribution is by tunnels from service building to vertically stacked mechanical service bays at the ends of each floor.

A flexible lab is built fast using off-the-shelf components

A high degree of flexibility and modularity are practically sine qua non for laboratories these days. But beyond these requirements, the Stamford Hospital Laboratory Addition by architects Perkins & Will had to be both designed and built rapidly. For this reason the architects and their engineers turned to simple, off-the-shelf items requiring a minimum of special fabrication: precast floor planking, package air-handling system, and modular laboratory furniture.

The over-all concept was to develop a strip of support offices, specimen-taking facilities and computer room in existing space on the ground floor of the main building. The new laboratory facility adjoins this, comprising 9000 sq ft of space plus full mechanical support and distribution space underneath.

The design approach for the addition was to build an open room with modular utilities. Installed, as needed, in this space was a metal frame system to support furniture, counters, shelves, equipment, storage and utilities. The grid, installed by the contractor, allows relocation in a variety of configurations.

For speed and economy, the structure is a steel frame with precast concrete floor and roof planks. The package air-handling system is supplied with chilled water from the hospital's central system. Ducts are modular in design, with outlets located so as to serve independent modules on a 10- by 12-ft module, if required.

Electrical distribution is by a floor-duct system on 10-ft centers, with outlets for normal and emergency power every 2 ft. A low-voltage tray, and additional normal power are run at the ceiling. Pendant-mounted lighting fixtures are run in continuous rows to provide 100 footcandles, and they are switched so that three of four fixtures can be turned off in a checkerboard pattern for reduced illumination.

Medical gases, hot water, cold water, and natural gas are run in a ceiling rack with takeoffs at 10-ft intervals. Connections are of the quick-disconnect type. Floor drains are capable of being adapted for direct connections, and are provided on a 10-ft module.

The entire building has a sprinkler system, fire-detection and alarm system, and a series of other safety devices. Safety systems include fire blanket, extinguisher, emergency shower and eye-wash station available to every part of the laboratory.

The duct system has sound traps and other acoustical provisions. The open ceiling design was developed to allow, if needed, the future addition of acoustic panels.

STAMFORD HOSPITAL LABORATORY ADDITION, Stamford, Connecticut. Architects: Perkins & Will; Engineers: Sol Marenberg Associates (structural); Perkins & Will Engineering Division (mechanical/electrical).
All the storage, shelves, counter and
desk units are hung from a steel frame
installed by the contractor. The config-
uration of the units can be changed at
will. The laboratory furniture design
provides space for wire troughs, and
supply fittings for plumbing and elec-
trical services. A continuous raceway
at the counter has outlets for electrical
equipment.
The continuous rows of pendant-
mounted lighting fixtures are circuited
so that three or four fixtures can be
switched off in a checkerboard pat-
tern, if needed, for reduced illumi-
nation.
Heavy-duty, concealed closer for hefty doors

An extra heavy-duty, concealed floor closer for exterior and interior doors is recommended for lead lined and extra heavy doors 2 in. thick or larger, weighing up to 1000 lbs. The fully concealed, center-hung, single-acting unit provides door openings at 85, 90, 95 or 105 degrees. Positive stop and hold-open is available at the same degree with three options: non-hold-open; automatic hold-open; and selector hold-open which stops and holds when manually set. It is available in all standard and plated finishes.

* Rixson-Firemark, Inc., Franklin Park, Ill.

Circle 300 on inquiry card

Storefront system saves energy, labor

Available in clear, bronze and light bronze finishes, as well as painted finishes, the system uses 3/4-in. or 1-in. insulated glass with an adaptor for transition to 1/4-in. glass. Few extrusions or parts are used.

* Amarilite/Ancor, Atlanta, Ga.

Circle 302 on inquiry card

Almost invisible emergency lights are recessed

Powered by a sealed lead calcium battery, Model 460 is made to be completely recessed in a 4-in. wall. The flush cabinet can be finished to match any wall. A selection of decorator finishes is offered. Once installed, all that extends are two 18-watt heads with a swivel which permits positioning. The battery is maintained at full charge automatically by a solid-state built-in charger.

* Tork Time Controls, Inc., Mt. Vernon, N.Y.

Circle 303 on inquiry card

Through-the-wall unit cools and heats

Called the Modulaire II packaged terminal unit, this product is said to offer complete environmental comfort-conditioning functions including ventilation, air filtration and dehumidifying in addition to heating and cooling. The unit is equipped with a 60,000-hour life-rating compressor, and separate motors to perform evaporator and condenser functions. The chassis is mounted in an enclosed, insulated housing within a well-insulated room cabinet to provide quiet operation. Cooling outputs offered are 9000-15,000 BTU/hr and heating outputs are 7000-17,300 BTU/hr.

* Chromalox Comfort Conditioning Div., Emerson Electric Co., St. Louis, Mo.

Circle 303 on inquiry card
Insulation for tomorrow—today.

Permalite® perlite insulating concrete roof decks have stood the test of time for over 25 years. One of the first major installations was the perlite concrete roof deck of the United Nations Assembly Building erected in 1949.

Today, architects specify Permalite perlite concrete decks for fire and wind resistance, for controlled drainage, excellent insulation and permanence. There is nothing in perlite-portland cement concrete to rot or decay.

New roofing systems permit quicker curing of perlite concrete. New equipment means faster, more economical placement. Franchised manufacturers assure ready availability in most major cities.

GREFCO has a data sheet for you. It details fast-drying, wind-resistant construction of roof decks of Permalite perlite concrete. It's yours for the asking.

PERMALITETM PERLITE Aggregate

THINK OF IT AS AN ENERGY SAVER!

Permalite—The world’s leading perlite.

GREFCO, Inc./Building Products Division
3450 Wilshire Blvd., Los Angeles, CA. 90010

A subsidiary of General Refractories Company

For more data, circle 65 on inquiry card
SHOPPING CENTER LIGHTING / The company has published a new 12-page "Lighting Guide for Shopping Centers & Chain Stores" illustrating its lighting fixtures in indoor and outdoor applications. The brochure also describes a "systems" approach of offering single-source responsibility for fulfilling all of the lighting-fixture needs of such installations—saving time on new projects and remodeling. In addition, according to the new publication, the company makes available computer cost analysis and concept design assistance, all coordinated through a retail lighting specialist. • Keene Corp., Union, N.J.  

CIRCLE 400 on inquiry card

SOLAR HEATING/COOLING / A new brochure detailing a new completely packaged solar energy system designed for the heating and cooling of buildings covers the entire system and all applicable auxiliary equipment. System characteristics including a schematic layout and useful application information are also included in the brochure. • Edwards Engineering Corp., Pompton Plains, N.J.  

CIRCLE 401 on inquiry card

PORCELAIN ENAMEL PANELS / The bulletin shows the company's newly-developed embossed porcelain enamel panels with a sand textured finish. The bulletin states that this new finish brings new application possibilities with porcelain enamel on steel for the architectural design of fascia, spandrel and wall paneling. • Ferro Enamelizing Co., Oakland, Cal.  

CIRCLE 402 on inquiry card

CONCRETE SHEAR STRENGTH / "Shear in Reinforced Concrete," SP-42, a two-volume publication containing 39 papers by authors representing 10 different countries is now available from the American Concrete Institute. Of direct interest to designers are papers covering construction joints in shear walls, design of corbels, shear strength of cracked members, and design of dynamically-loaded beams. Several papers have application to members subjected to seismic loads. Volume 1 covers the basic mechanics of shear transfer and shear in medium slender to slender beams. Volume 2 deals with shear in deep beams, brackets, walls, columns and slabs. • American Concrete Institute, Detroit, Mich.  

CIRCLE 403 on inquiry card

ROUND CEILING DIFFUSERS / A 28-page catalog covering a complete line of round ceiling diffusers and accessories includes stationary, two-position adjustable and fully adjustable models, available in steel or aluminum. Also included is a quick selection guide, specification drawings, specifications and engineering performance and balancing data for the complete line. • Krueger Div./Lear Siegler, Inc., Tucson, Ariz.  

CIRCLE 404 on inquiry card

LIGHTING PRODUCTS / A 250-page catalog is said to facilitate the selection and specification of various components required for myriad lighting systems. In addition to product and application information, it considers architecture, design, esthetic and mechanical-structural requirements. Forty-six individual catalogs are contained in the ring binder, the contents of which are presented in four-color and two-color photographs, descriptions and drawings and charts. Photometric information on the various products is also included in the catalog, indexed by fixture shape and application, color coded. • Sterner Lighting Systems Inc., Winsted, Minn.  

CIRCLE 405 on inquiry card

EXPANSION JOINTS / A fully illustrated 24-page brochure describing Elastalam/Alway, an expansion joint seal with 360-degree movement, is factory bonded and mechanically secured to a specially treated continuous aluminum retainer. Complete specifications, accessories and installation details on the various types of joint covers and seals are also included. • Construction Specialties, Inc., Munxy, Pa.  

CIRCLE 406 on inquiry card

ARCHITECTURAL METAL / The National Association of Architectural Metal Manufacturers announces that it has revised three of its technical publications. The Metal Bar Grating Manual originally published in 1967 has been revised to provide architects and engineers with essential current technical data concerning bar gratings and stair treads of both steel and aluminum. The Hollow Metal Manufacturers Association has revised its brochure "Specifications for Custom Hollow Metal Doors & Frames." The specification provides an authoritative guide for the architect in properly specifying custom hollow metal work such as doors, frames and related items. The "Fire-Rated Custom Metal Doors & Frames" brochure attempts to clarify the essential aspects of firerating procedures and regulations and their design implications. • NAAMM, Oak Park, Ill.  

CIRCLE 407 on inquiry card

STEEL SUB-PURLINS / An updated technical brochure offers complete load data for 16-, 18-, and 20-gauge steel sub-purlins manufactured from hot-dipped galvanized rolled sheet metal. The purlin anchors the concrete slab against uplift forces and provides strong lateral bracing for 4- to 6-ft span designs. Assembled sub-purlins qualify for two-hour UL fire-rated designs P202 and P202. • United States Gypsum Co., Chicago, Ill.  

CIRCLE 408 on inquiry card

FIRED OORS / A new four-page bulletin containing photos, specifications and construction details of a line of fire doors describes lightweight double and single horizontal sliding models, manually or electrically operated. All models are delivered as a package unit designed to install quickly. All have a core of non-combustible materials in steel braced sections 3 ft wide (maximum), encased in 20-gauge steel and strengthened on all perimeters by 14-gauge steel channels. The track is a 20-gauge steel to prevent sagging and the electric operator and a heavy duty "1000 operations a day" unit. • Clark Door Co., Inc., Cranford, N.J.  

CIRCLE 409 on inquiry card

ARCHITECTURAL METAL / A manufacturer of metal components for the building industry, recently published a full-color brochure that includes photos and specifications of three exclusive architecturally styled panels. • Engineered Components, Inc., Stafford, Tex.  

CIRCLE 410 on inquiry card

COMMERCIAL, INDUSTRIAL LIGHTING / Methods of reducing the amount of energy used in commercial and industrial lighting are reviewed in a new booklet that explains the advantages, trade-offs, and pitfalls of the various methods of reducing power consumption while maintaining adequate, safe lighting levels. Topics covered include lamp removal and turnover, replacement with lower wattage lamps, conversion to high-efficiency lighting, and methods of getting more light from existing fixtures. • Westinghouse Electric Corp., Pittsfield, Pa.  

CIRCLE 411 on inquiry card

STEEL PARKING STRUCTURE / "The Steel Parking Structure" is featured in a new building report published by the Committee of Structural Steel and Steel Plate Producers of the American Iron and Steel Institute. The four-level facility was constructed with a skeleton of weathering steel and measures 252- by 128-ft, providing 112,800 sq ft of floor area and a parking capacity for 319 automobiles. • American Iron and Steel Institute, New York City.  

CIRCLE 412 on inquiry card

BATHROOM IDEA BOOK / The book features the company's new series of high style, but practical bathrooms, designed to fit into the area normally allocated for bathroom construction. A total of eight designs are included in the series, six for rooms 5- by 8 ft and two to fit a room 5- by 10 ft. All designs can be modified to accommodate rooms that vary from these basic sizes. • Eljer Plumbingware, Pittsburgh, Pa.  

CIRCLE 413 on inquiry card

GYPSUM VENEER PLASTER / The 12-page brochure explains what veneer plaster is, how it should be applied, and the various components used in this system. Topics covered include: veneer base, joint reinforcement, one and two component systems, hand and machine application, finishes, direct application to masonry surfaces, and radiant heat cable systems. • Gypsum Assn., Evanston, Ill.  

CIRCLE 414 on inquiry card

RUBBER STAIR TREADS / This publication features six varieties of molded rubber stair treads, two types of molded rubber landing tile and color coordinated covered and flat risers along with sheet rubber and tile. Featured also are four types of vinyl stair treads along with color coordinated landing tile, cover risers and landing mats. In addition, two types of corner guards, four types of rubber nosing, and two gauges of rubber reducer strips are contained in this publication. • AFCO Rubber Corp., North Canton, Ohio  

CIRCLE 415 on inquiry card

BOOKSTACK COLORS / New color chip cards, issued by the company, present a spectrum of 1974 colors now offered on company library bookstacks, and other library furnishings and equipment. These colors, supplied in gloss finish are burnt orange, golden avocado, desert tan, English grey, French blue, crimson red, harvest gold, and arctic white, with a jet ebony black also available. • Esley Corp., Red Bank, N.J.  

CIRCLE 416 on inquiry card

MOISTURE-IGNORING ADHESIVES / A trio of 100 per cent solids, epoxy-resin-based adhesives unaffected by dampness before, during, and after cure will bond, patch, grout, seal, and protect dry structural materials; they are also formulated for sure-cure adhesion on damp, wet, even underwater substrates, according to the company. The compounds are described in a new eight-page, illustrated brochure. The products are currently being used in the rehabilitation of several sewage plants and for the construction of potable-water pipelines and other facilities. Controlled modulus is another unusual product characteristic of the epoxies, available as a high-modulus rigid, non-brittle system and as a low-modulus, more flexible adhesive with "give" to adapt to the stresses of temperature change and impact. • Sika Chemical, Lyndhurst, N.J.  

CIRCLE 417 on inquiry card
Less energy to install. Less energy to operate.

The Energy Saver Ceiling System by Holophane.

We call our new integrated ceiling system "The Energy Saver" for two reasons. First, because it saves human energy at the time of installation.

Unlike most ceiling systems, The Energy Saver snaps together without tools. There's no "erector set" complexity, or jockeying with nuts and bolts in awkward positions. The result: a cleaner, better-looking assembly in less time, with lower labor costs.

The second reason we call this system "The Energy Saver" is that it gives you better light and allows you to see better than with conventional lighting systems, while consuming less electricity.

The scientifically-designed Percepta® luminaires practically eliminate veiling reflections, making every footcandle of light more effective. This significantly reduces power consumption. In fact, The Energy Saver Ceiling requires only 2 watts per square foot!

See your local Holophane representative. He has dramatic proof of The Energy Saver's benefits.

Or, write Holophane Service Center, Dept. AR-8, P.O. Box 16525, Denver, Colorado 80216.
LONG-THROW EXPONENTIAL HORNS / For professional sound systems these long-throw horns cast from urethane foam into exponential configurations provide structural rigidity and integral weatherproofing. Designed for the long throw of a narrow beam of sound, these horns feature a cut-off frequency of 190 Hz. Typical applications include arenas, auditoriums, churches, convention halls, race tracks and stadiums. Units are supplied with a low-luster black finish.  
  Dukane Corp., St. Charles, Ill.  
Circle 304 on inquiry card

NO-HUB FLOOR DRAINS / No-Hub "Sani-ceptors" are available in various body depths and top sizes. All bodies include flashing flange, with optional flashing device. Top grate variations are available in nickel bronze or acid resisting enameled cast iron. Full grates are regularly furnished (half grate shown). The No-Hub line now includes floor drains, roof drains and water closet support fittings.  
Circle 305 on inquiry card

FIRE, CRIME SECURITY / Called the System 7100, the product is said to provide rapid response to a variety of emergencies, including fire, intrusion, holdup, failure of automatic equipment and processes, etc. A compactly sized central console incorporating closed circuit television monitors, panels of coded signal lights and a computer-type printout module produces a permanent record of emergencies as they occur, indicating date, time, location and type of security problem. In addition to protecting major office buildings and industrial complexes, the system is designed for use by hospitals, universities and other institutions.  
  ADT Security Systems, New York City.  
Circle 306 on inquiry card

BLACK TUB / Added to a line of one piece fiberglass bath and shower enclosures is "Diamond Black." The bathtub and shower have ledges for toiletries and a matching black vanity top is available.  
  Environmental Enclosures, Falls, Pa.  
Circle 307 on inquiry card

DRINKING FOUNTAIN / This sculptured drinking fountain, Model 1005-B, has been introduced in stainless steel with a "Sienna Bronze" finish, for interior or outdoor environments. The waste strainer is integral with the bowl and the unit features a patented anti-splash ridge with a special vent for quick draining. It is particularly adaptable for use with a remote electric water chiller.  
  Haws Drinking Faucet Co., Berkeley, Calif.  
Circle 308 on inquiry card

For more data, circle 67 on inquiry card

Auditorium seat designed by Peter Dickenson. Installed at the Temple Beth-Am, Abington, Pennsylvania.  
Architects: Vincent G. Kling
EPICORE is not a fungible.

The strong profile
Because of its triangular ribs, EPICORE Composite Deck contains more steel, length for length, width for width, and gage for gage than any other two-inch deck. It also develops a mechanical lock with concrete and supplies total positive reinforcement for the slab.

Best fire ratings for any two-inch deck
With the least slab depth, EPICORE has achieved the best fire ratings for any two-inch deck:
Unprotected EPICORE - U. L. Design #904
- 1½ hour fire resistance
- 4½ inches* regular weight concrete
- 2 hour fire resistance
  4½ inches* lightweight (110 pcf) concrete, or
  5¼ inches* regular weight concrete
- 3 hour fire resistance
  5¼ inches* lightweight (110 pcf) concrete

*Total slab depth

Superior composite beams
Composite beam construction is most efficient with EPICORE. Shallower, lighter-weight beams, placed farther apart, reduce the total height of the building and, therefore, the amount of exterior exposure and cladding. Construction is faster. Heating and cooling require less energy. Overall costs go down.

Safe platform for other trades
EPICORE helps the whole construction team. With proper design and installation, EPICORE can be used as a safe working surface by plumbers, contractors, electricians and all other tradesmen. Coordination is simplified. Each operation can be planned in advance and can be completed on schedule.
Lifetime hanging system
Two hangers do the work: the standard for loads up to 200 pounds; the wedge bolt for loads up to 1000 pounds. Either can be inserted during construction or after occupancy, without chopping or drilling holes into floors or ceilings. With no dust or debris you can hang pipes, ducts, ceilings, mechanical and electrical equipment anywhere there is EPICORE, and you can use your own maintenance people for the biggest part of the job.

Hospitals, a natural for EPICORE
Shifting populations and new equipment require continuous changes in the use of space. With the EPICORE hanging system, relocating mechanical and medical support equipment is routine.

Telephne buildings and power plants
Sensitive components need meticulous care. Exploding technology spawns new equipment. Accessibility is critical for both. EPICORE provides it.

Schools
EPICORE improves their performance by making them more adaptable. The same can be said for office buildings, industrial facilities, shopping centers, even sports arenas. For all, EPICORE can prolong the useful life.

Apartments and motels with spans up to twenty-five feet
EPICORE Concept 2 is Epic's unique system for producing economical residential-type units with large, unobstructed areas.

First costs or life cycle
First costs are misleading. Look at the life cycle. Correctly designed, the EPICORE Composite Floor System reduces maintenance, remodeling and energy costs for the life of the building.

The next step
Epic engineers are available by mail, phone or in person to show you why EPICORE is not a fungible, why there is no equal. Call on their expertise to get the best performance from your next project.

Eleven Talbot Avenue
Rankin (Pittsburgh), Pa. 15104
(412) 351-3913

For more data, circle 68 on inquiry card
Here's a semi-concealed wardrobe that's just right for your needs. It's simple to install—easy to keep clean—and completely wall supported, nothing to interfere with floor maintenance. Comes complete with walnut hangers, hat and utility shelves. Also available in fully enclosed and floor-supported models. Write for catalog.

VOGEL-PETerson CO., Elmhurst, Ill. 60126

For more data, circle 69 on inquiry card.
How to achieve slope to drains when you insulate the roof deck!

Few things deteriorate a roof and cause leaks faster than ponding water. That's why roofing experts, architects and engineers unanimously agree that roof decks should slope to drains. The efficient, economical way to accomplish this is with All-weather Crete Insulation! This unique material not only provides the finest insulating value of any poured fill insulation, but it can be positively sloped to drains, all in the same operation. All-weather Crete is applied hot and dry (even in freezing temperatures) and compacted to form a smooth, seamless, sloped to drain deck which is ready for roofing immediately - no curing is necessary. It speeds construction!

No wonder All-weather Crete is also a top choice for plazas where slope to drains is critical. Compare the life/cycle costs of All-weather Crete with other methods. None can surpass it in the thousands of dollars saved through energy conservation and roof life longevity. Get the facts — contact your local All-weather Crete applicator or Silbrico Corporation, 6300 River Rd., Hodgkins, Ill. 60525, (312) 735-3322.

For more data, circle 71 on inquiry card
Marlite® is:

Fresh ideas in fiberglass panels that add a touch of class to any special place.

Original designs and patterns for wet-area applications to solve moisture problems.

A creative source for custom fabrication of components for walls, fixtures and displays.

Decorative hardboard paneling in bold or subtle colors that stay like new for ages.

more than
A door and frame system that cuts installation time from hours to minutes.

A complete system for office partitions and open planning to make the most of your space.

Easy-to-apply 16" wide tongue-and-groove planks in 8' or 10' lengths.

Thinking about walls? Find out about Marlite interior building products. Marlite, Dept. 805, Dover, Ohio 44622.

We make walls for special places.

Fire-Test paneling that meets building codes for fire resistance.

Marlite Panels are hardboard with men-made finish. Marlite and Masonite are registered trademarks of Masonite Corporation.

you think.

For more data, circle 72 on inquiry card
**USG® Cavity Shaft Wall: the completely tested and proved working wall.**

As originators of cavity shaft wall, we also developed the first extensive performance tests at the U.S.G. Research Center in Des Plaines, Ill. Only in this way could we assure you that this innovative system would meet such exacting demands of today's elevator shafts as:

- Air pressure loadings of from 5 to 15 lbs. per sq. ft. to accommodate the needs of high and low speed elevators.
- No failure within partitions and fasteners after being deflected over 1,000,000 times under 7.5 psf positive and negative cyclic loading.
- Completed assembly to resist air leakage up to 50 psf.
- Sound rating performance of from 39 to 51 STC.
- Fire resistance ratings up to 4 hours.

USG Cavity Shaft Wall is currently proving its versatility and economies in structures ranging from the four-story Trinity Hospital in Cudahy, Wisconsin, to the 110-story Sears Tower in Chicago. Review the many cost-saving advantages of USG Cavity Shaft Wall.

See our catalog in Sweet's, Sec. 9.5, or write to us for our new Gypsum Shaft Wall Handbook. 101 S. Wacker Dr.; Chicago, Ill. 60606, Dept. AR-84.
PPG Solarban® 550 Twindow® insulating glass won’t let anything stand in the way of beauty. Not even climate.

The Phoenix climate may be great for sinuses, but it presents some very special problems for buildings. That’s why Mountain Bell Plaza is such an important achievement.

The building conquered Nature where it had to, and used it for effect where it could. And PPG Solarban 550 Twindow insulating glass made that possible.

PPG Solarban 550 Twindow insulating glass units help keep the Arizona heat from coming into the building and air conditioning costs from going out of sight. (It has a shading coefficient of 0.24, which reduces solar heat gain 76% compared to single-glazed clear glass.)

But the real beauty of it is the beauty of it. Its reflectivity. The subtle, somewhat-muted reflections in this glass belie the harsh, relentless sunlight being reflected.

Far from being a giant, garish mirror, this building reflects its surroundings with a discriminating eye. And gives the whole area a certain beauty it never had before.

Which is exactly what the architect wanted: beauty, not just beautiful architecture.

Whatever you want your buildings to do, there’s a good chance PPG Solarban 550 Twindow insulating glass—or another in our family of High Performance Glass—can help you do it. For more information write for our new book about glass and energy. PPG Industries, Inc., One Gateway Center, Pittsburgh, Pa.


PPG: a Concern for the Future

For more data, circle 74 on inquiry card
The Architect specified galvanized rebar to prevent "bleeding"

To protect the new $40,000,000 Levi Strauss building in San Francisco against rust "bleeding" through to the surface, John Portman and Associates, architects, specified galvanized rebar.

The building is constructed with precast concrete panels which means that the reinforcing steel is relatively close to the surface. Experience has shown that subsurface rusting of ungalvanized reinforcement can "bleed" through and disfigure the facade with ugly stains. In extreme cases, rebar corrosion can also build up pressures which crack and even spall the concrete.

Galanizing metallurgically bonds a tough zinc coat to the steel reinforcement, developing an impermeable, corrosion resistant coating. Even if this coat is gouged through during shipping, storage or installation, the zinc continues to prevent rust by its second line of defense, galvanic sacrificial action. This dual protection has been proven over the years in many buildings.

When you design for lasting beauty, specify galvanized rebar.

ST. JOE MINERALS CORPORATION
250 Park Avenue
New York, New York 10017

Over 1,800 tons of galvanized steel reinforce the precast concrete in the new $40,000,000 Levi Strauss building in San Francisco.
Wood block floors are often "taken for granted." They're known for their many unique qualities (see panel at right), but not completely understood. To truly understand them requires living with them as we have for over 60 years. We know, and would like to prove to you, that properly pre-designed Kreolite® End Grain Wood Block Floors can serve many of your traffic and production problems and make life beautiful for you and all of your associates. Let us preplan your floors so that none of their advantages will be overlooked. This is part of our service.

ADVANTAGES OF KREOLITE® FLOORS:
1. Easy relocation and concealment of service lines to machinery.
2. Speed and economy of replacement in aisles and other heavy wear areas.
3. Special finishes for absolutely dust-free surfaces.
4. Versatility in providing for in-floor conveyor systems, towlines, etc.
5. Measurable contributions to noise abatement.
6. Easy installation of oil dispersal and/or recovery systems.
7. Traditional properties of comfort through insulation.
8. Non-sparking surface in volatile areas.
9. Reduction of damage to dropped tools and products.

The Jennison-Wright Corp., P. O. Box 691, Toledo, Ohio 43694... you'll find us in Sweets Catalog and in the Yellow Pages

For more data, circle 76 on inquiry card

or more data, circle 75 on inquiry card
Plan for your Casework needs with Duralab.

Let our factory trained engineering team assist you without obligation.

Call or write the Planning Department now:

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Protects wood beautifully.

Olympic Stain is just about the most beautiful thing you can do for wood. It brings out the grain and subtle beauty of wood, yet penetrates for real protection. And because it allows the wood to breathe, Olympic Stain will never crack, peel or blister. (The solid colors are also excellent for re-do over old paint on rough wood siding, shingles or shakes.)

Sizzle Fizzled

The sun shines bright, big and bright . . . deep in the heart of Texas. A real sizzler. A real potential problem for glass enclosed buildings. To keep people under glass cool and comfortable, you need help . . . material help. Like C-E Polarpane “20” Reflective Insulating Units.

C-E Polarpane’s remarkable ability to reject such a large percentage of total solar energy puts the fizzle on sizzle. And the Lister Office Building in Houston, Texas is a beautiful example in C-E Polarpane #2016 Gold.

Only 16% of the sun’s heat that would get through plain ½ inch glass will be allowed inside by the C-E Glass Insulating Units. Total indoor heat gain is only 37 BTU/hr per square foot. A very comfortable level.

Cooler people are more efficient people. And efficiency gets another boost with the visual comfort provided by the low 20% visible light transmission. Very easy on the eyes.

In heating season, a low .31 “U” value means that this Polarpane will retain more than 3/4 of room heat. Very effective against winter cold.

Performance like this cuts initial investment in air conditioning, heating and ventilating equipment. It means additional savings every year by reducing the requirement for electricity and fuels which are bound to become more expensive or harder to obtain in a situation of energy crisis.

To learn more about C-E Polarpane “20,” see the C-E catalog in Sweets: 8.26/CE. For additional information, contact our local representative or write C-E Glass, 825 Hylton Road, Pennsauken, N.J. 08110, (609) 662-0400.

Architect: Hoff, Blackstone & Strode, Houston, Texas
Glazing Contractor: Binswanger Glass Co., Houston, Texas

For more data, circle 82 on inquiry card
All you need to save money on wood floor construction.

Western Wood's pocket-size Span Computer quickly figures spans, spacing, and loading of Western lumber joists, rafters, and beams. Often, it allows you to reduce framing lumber costs per square foot of floor area and realize a saving on joist unit costs. Send the coupon and $1.00 for your Span Computer, today!

Gentlemen:
Send me the Western Wood Span Computer. I am enclosing $1.00 (check or money order only, please).

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Western Wood Products Association
Dept. AR-874, Yeon Building, Portland, Oregon 97204

For more data, circle 84 on inquiry card

Strand Century lighting also conserves energy.
Has been for a long time.
Before energy conservation became a way of life, Strand Century was doing just that—for 40 years. Conserving energy while enhancing architectural lighting is a basic policy of the company that knows light.
Among our notable environmental systems are:

- General Motors Building, New York
- Federal Reserve Bank, Minneapolis
- Xerox Educational Center, Leesburg
- Miami Beach Convention Center

And now, Environ®, the first modular, low-cost, all-electronic environmental lighting system. Ask us for further information.

ENVIRON®

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* Environ® is a registered trade name of Strand Century Inc.

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montgomery moves people throughout North America with over 40,000 elevator installations

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Total Capability means advanced design, complete product line and quality manufacturing...unique product features such as SSC-6010 Solid State Elevator Power Control System and ESP™ Measured Demand System that automatically adjusts elevator service to your building requirements...SPM (Standard Pre-Manufactured) low and medium rise elevator packages as well as custom elevators...wide geographic scope of operations for efficient installation and maintenance service...vertical transportation planning assistance to help in the design of new construction or modernization projects.

Contact your nearest Montgomery office—we're not very far from anywhere in North America.

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For more data, circle 86 on inquiry card
Hide-A-Spray® Latex Flat Paint—reduced labor costs—controlled rust in Chicago’s 52-story Newberry Plaza.

Changing to Hide-A-Spray Paint at the 20th floor of the 52-story Newberry Plaza paid off for the Hoffman Decorating Company, 3545 W. Peterson, in Chicago. According to the company’s Superintendent, Raymond C. Olson, “the reasons for changing to Hide-A-Spray Latex Flat Paint were many. However the largest single reason was our ability to reduce labor costs, even though the Hide-A-Spray Latex Flat Paint cost slightly more.

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In 1970, in response to the upsurge of activity and interest in design of interiors by architects around the country, ARCHITECTURAL RECORD established a new editorial awards program—RECORD INTERIORS. Recently completed architect-designed interiors of all building types will be considered—remodelings and renovations as well as new structures—anywhere in the United States. Selections will be made by the editors on the basis of the excellence of the design solution for the particular client's individual program. Submissions from architects of new, unpublished work will be welcomed through Nov. 1, 1974. No formal presentations are required, though materials submitted should include plan, photographs or snapshots, and brief description of program.

RECORD INTERIORS of 1975 will be published in the January 1975 issue of ARCHITECTURAL RECORD.

Write or telephone:
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Every architect registered in the United States may submit material for consideration in RECORD HOUSES and Apartments of 1974 awards program. Single-family houses and multi-family buildings that represent today's wide variety of design approaches will be featured in the twentieth issue of the magazine. Include the following: 6 to 10 clear informal photographs, black-and-white preferred, fully describing the architectural intent, both on the exterior and the interior (35 mm. slides must be in 8½ x 11 in. clear envelopes); relevant plans and sections and a descriptive sheet including the architect's name and location of building. Do not send originals or other material which must be returned before issue appears. Deadline is Nov. 1, 1974.

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SEF® modacrylic fiber from Monsanto is a special fiber in two ways. Its superior flame retardancy and soil release are built in to last. And it creates fabrics that look and feel like acrylic. Colors are clear, fast and sun-resistant. Textures are rich and varied. Hands are soft and easily draped.

And here's something else. Fenestration has its own custom drapery and bedspread manufacturing plant. It makes-to-order and deliveries are prompt.

Next time you specify contract draperies for a hotel, motel, office or hospital, choose SEF from: Fenestration, LTD.

903 East 46th Street, Tulsa, Oklahoma 74143.

* For more data, circle 113 on inquiry card
Du Pont invents a bottomless carpet cushion less than 1/2" thick.
Du Pont has invented a suspension system for people to walk on.

Polyester pneumacel* carpet cushion. It's neither an elastomeric foam nor a felt. Rather, it is billions of inflated cells in fiber form — masses of tiny pneumatic springs. Actually, pneumacel is a new form of matter.

Nothing cushions like pneumacel. It sinks in easily at first, then pushes back as pressure increases. Never fully compresses. Keeps its resilience.

Any carpet over pneumacel feels luxuriously thick underfoot. Pneumacel spreads the load to help prevent crushing of carpet face pile and stretching of its backing. Prolongs useful life of carpet.

**Composition:** Cellular polyethylene terephthalate (polyester) inflated with a fluorinated hydrocarbon and air. Fiber strands are bonded together with a thermoplastic binder.

**Advantages:** Outstanding cushioning together with protective firmness. High ratings as thermal insulator, and as impact-noise reducer. Highly resistant to moisture, mildew, carpet-cleaning chemicals. Unique combination of low flame spread and smoke generation characteristics. Excellent durability.

**Specifications:** Available through selected local dealers in two styles: "Belmeade" (0.30" thick) and "Lansdowne" (0.48" thick). Comes in rolls 72" wide.

Additional information is detailed in Sweet's Architectural Catalog File, reference 9.29/Du. For samples, see Sweet's Interior Design File. Or write Du Pont, Pneumacel Marketing, Christina Site, Wilmington, Del. 19898.

*Pneumacel is the generic term for pneumatic cellular polymeric cushioning material.*

---

**Specify Du Pont Pneumacel Carpet Cushion**

For more data, circle 114 on inquiry card.
People in roofing have been calling us other names.

We'd like you to call us Celotex.

For quite some time now, people involved in roofing have been saying, specifying, and installing, what they thought of as either Philip Carey or Barrett brands of roofing products. And they were right. The products were... still are... Philip Carey and Barrett. But now they're all called by one family name. Celotex.

This means that now, when you say Celotex, you're naming the finest working combination of built-up roofing products available.

And you're naming a manufacturer with one of the broadest lines of materials and systems to choose from. With a strong team of product researchers, marketing specialists, and manufacturing experts. And with a matchless plant and distribution network.

Celotex can also offer additional services in pre-spec roof design assistance; technical support, and a Celotex Roof Inspection & Service Contract.

If you're going to call us a name, make it Celotex. Philip Carey and Barrett will both understand. They're part of the family.

For more data, circle 115 on inquiry card
How to avoid sealant problems when you design precast concrete panels.

Obviously, you don’t want sealant-adhesive failure in the joints between precast panels. And certainly we — Tremco — don’t want it. So here’s a brief guide to potential problem areas and tips on how to avoid them.

Let’s start with design. When you’re designing a joint, be sure it’s wide enough to allow the sealant to move within its capabilities. If the joint is found to be too small on-site, it will have to be saw-cut to sufficient width — a costly procedure. A good rule of thumb is to design ½-inch wide joints for panels up to 15 feet, ¾-inch or wider, for longer panels. An even better rule of thumb is to consult your Tremco man while you’re in the design stage.

Two ways we help. Tremco has been solving sealant problems for more than 45 years, so our man can bring a lot of experience to bear on your problems. Second, in response to the special needs of the precast industry, we’ve developed DYmeric®, a two-part polymer sealant designed to take the stress and movement common to precast cladding. It’s also capable of sealing joints up to 2 inches wide in one application, without sagging. And you don’t need a primer. With this kind of help, the odds are you can avoid a lot of the following problems.

Form release agents: friend and foe. Form release agents are a necessity, but they can also create major problems for sealants.

The same action that prevents adhesion between the panel and the form can impair adhesion of the sealant bead to the joint interface. This could happen weeks or months after caulking, depending on the type of sealant,
the type of release agent and the amount of joint movement. Some release agents are less troublesome than others. However, you can only be sure of good sealant adhesion if two things are done. First, the joint interface should be thoroughly cleaned the same time as the panel face, when it is removed from the form.

Second, be sure the joint interface is cleaned just before caulking. Your Tremco man can help you find the most economical way to get this done.

Don’t take a powder. Another common problem that affects sealant adhesion is laitance on the joint interface. A frequent cause of this powdery surface condition is the use of retarder on exposed aggregate panels. A slight change in joint design can often help prevent the retarder from migrating to the joint face.

However, it’s a good idea to specify that high pressure water spray be used on the joint surface as well as the face of the panel, during the process of exposing the aggregate. Even then, though laitance has been successfully removed, the joint has to be thoroughly cleaned just before caulking. Since each case is different, your best bet is still to talk to your Tremco man and use DYmeric.

Waterproofing woes. While Tremco makes clear waterproofing coatings for masonry panels, we want to warn you that ours, like all the others, can cause sealant failure when they’re improperly used.

Our advice is to caulk first, then waterproof. But sometimes specifications call for waterproofing at the factory, to protect the panels during transit and storage. If so, the joint should be protected from overspray. Your best bet, as always, is thorough cleaning of the joint interfaces just prior to caulking. Your Tremco man can help you decide on the right cleaning method for specific circumstances.

To sum it all up you can count on Tremco to help seal and weatherproof precast buildings better because it’s the kind of thing we’ve been doing for more than 45 years. With some 15 basic job-proven sealants to choose from, such as MONO®, DYmeric®, and Lasto-Meric®, and our unique TREMproof® waterproofing systems and our roof edging system, Tremline®, your Tremco man can recommend the systems that are exactly right for your job.

So talk to Tremco first. And you won’t have joint sealing problems later. For help, contact your Tremco rep. Or Tremco, Cleveland, Ohio 44104. Toronto, Ontario M4H 1G7.

For more data, circle 116 on inquiry card
Win more than admiring glances for your reinforced concrete structure.
Win one of the 1974 CRSI Design Awards, too. Here’s how:

Concrete Reinforcing Steel Institute announces a Call for Entries in the 1974 CRSI Design Awards Competition—the first of a new annual program.

The Awards will honor creative achievements in the use of site-cast reinforced concrete construction.

**Criteria of Awards**—Awards will be given for esthetic expression, engineering achievement, functional excellence, or economy (or any meritorious combination of these qualities). Special emphasis will be given to structures that make primary use of reinforcing bars.

**Categories of Awards**—There are no specific categories of eligible structures. All types of cast-in-place reinforced concrete structures—large and small—will be judged on an equally objective basis.

**Type of Award**—Since reinforced concrete can be used to solve so many totally different design problems, no single first-place Design Award will be given. Several Awards will be presented, each equally acknowledging excellence of achievement. Each Award will consist of (1) engraved commemorative plaques for engineer, architect, and owner, (2) recognition of the award-Winner’s achievement through publication of the winner’s story and structure in print advertising sponsored by CRSI, and (3) presentation of the Award to entrant (architect or engineer) at a special ceremony at the CRSI annual convention, Tarpon Springs, Florida, April, 1975. Winning entrants (if a team, a representative of the team) and their spouses will be invited to attend the Award presentation ceremony at CRSI’s expense.

**The Judges**—A distinguished panel of recognized professional architects and engineers from throughout the United States has been selected to judge all entries.

**Who is Eligible**—The 1974 CRSI Design Awards Competition is open to all registered architects and engineers (entrants may be individuals or a team). Eligible structures must be located within the continental United States and have been completed since January 1, 1972, or essentially finished by contest deadline date.

**How to submit entries**

Simply mail your entry directly to CRSI. Please follow these specifications in organizing materials for submission:

1. To preserve anonymity during judging, submit the following data typewritten on plain white 8½” x 11” paper.

   **a.** Description of type of structure.

   **b.** Size of structure in total square footage.

   **c.** Description of any unique design features that deserve special consideration during judging.

   **d.** Date structure was completed or scheduled for completion.

2. Include a brief statement of reasons for choosing reinforced concrete.

3. Include at least two 8” x 10” glossy black-and-white photographs and at least two 35-mm color slides of completed structure. Do not include company or firm identification on photographic material.

4. Give any computations or specifications if they enlarge on design problems and solutions. Include, if considered necessary, copies of plans, perspective drawings, detail drawings, etc.

5. Prepare a separate typed sheet (you may use company letterhead) giving proper name of entry; type of structure and location; names, addresses, and phone numbers of architect, engineer, and owner; and date of completion. Seal this sheet in a plain, unmarked envelope and affix to back of entry.

6. Assemble all of the materials in a ring binder (or equivalent) approximately 10” x 12”.

7. You may submit more than one entry, but please organize each according to above specifications and submit separately.

**Deadline for Entries**—All entries must be received no later than November 30, 1974, at CRSI headquarters (address below).

**Announcement of Winners.** To be made as soon after judging as practical.

**Ownership and Publication of Entries**—All entries shall become sole property of CRSI. No materials will be returned. CRSI reserves the right to use or publish all entries and accompanying materials in CRSI advertising, CRSI publications, or for any and all editorial purposes and by entering, entrant grants a royalty-free license to CRSI to use any copyrighted materials. Such right includes publication of photographs and names of Award winners without compensation to winners.

**Judges’ Decision Shall Be Final**—Upon entering the 1974 CRSI Design Awards Competition, each entrant waives his or her right to make a claim against the panel of Judges (or any member thereof), or to make a claim against Concrete Reinforcing Steel Institute (or any member thereof).

**mail entries to:**

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